NOVEMBER 1959

Southern

HARI RE

University Microfilms
313 North First St
Ann Arbor Mich 4

In this issue, Christmas Promotion Section, Page 37

GET YOUR PROFITS IN AMERICA'S NEWEST PASTIME

America's Great New Sport for Young & Old!

Miniature SPORT CARS by ROCCO

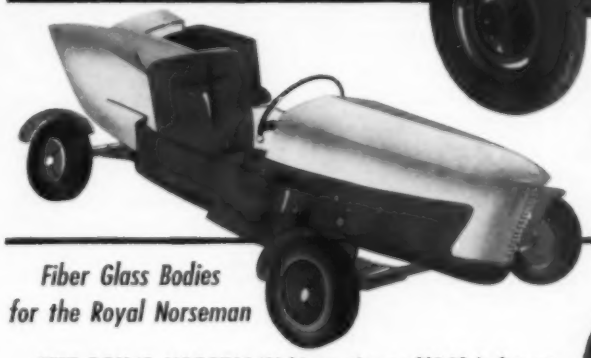
to Retail from $39.95 to $489.95

Rocco Products has world wide distribution and advantage of years of experience in the small motor vehicle field. Write today for dealer kit which includes "How to Start a Club"—letter to police dept., dealer decals, newspaper mats and window streamers and your closest distributor's name.



FULL PAGE National Advertisement in Popular Science Magazine

the famous RN300 ROYAL NORSEMAN Pushmobile $39.95



The Royal "250" Quarter Midget or concession car

Fiber Glass Bodies for the Royal Norseman



THE ROYAL NORSEMAN kit starting at $39.95 is famous as the original kit in the business. Has new advanced design in steering and axle construction. Over thirty-five thousand of these cars were built last year. Rugged all steel construction. New $19.95 motor mount kit now available. Complete units as low as.....$99.95

THE ROYAL "250", completely assembled Quarter Midget with fiberglass molded body, nerfing bars, guards, choice of motors: Briggs, Clinton and Continental to Quarter Midget specifications. May be used as concession car. Complete unit.....$489.95

THE NORSE K-2, kart type car of all steel, welded frame—1¼" steel tubing completely assembled and painted. Motor mount and drive mechanisms, foot controls for brake and gas, pneumatic tires and ball bearing wheels. Without motor, retail price.....$139.95

Your choice of motors available. Also available soon, complete trailer kit for carrying cars.

The All New Norse K-2 kart type car



GOOD Dealer Discounts

WRITE TODAY FOR INFORMATION

ROCCO PRODUCTS, INC.

2916 Fourth Ave. So., Minneapolis 8, Minnesota





MAKES HUNDREDS OF JOBS EASIER and faster. Your customers will use Dragon-Skin on holder or as plain sheets—in the hand or wrapped around scrap wood to make special tools. Cuts easily with scissors.

DRAGON-SKIN PRINCIPLE: CUTTERS NOT GRITS. Steel sheet is punched to form thousands of cutters that carve away work—smoothly, evenly, quickly. There's no gouging. Balanced cutting action means *less scratching* than similar-grade abrasive paper. No clogging—one slap clears away chips and dust.

Dragon-Skin

A Rip-Snorting Sales Sensation!

New Steel Sandpaper Sells on Sight . . . Outsells All Predictions

"I move a display box in 4 or 5 days . . . have to order 6 or 7 cartons a week," says one West Coast dealer. "Re-ordered 4 times in about 2 months," says another. And a Midwestern retailer reports: "Dragon-Skin is one of the best turnover items I've ever stocked . . . it all but leaps off my counter!"

Why? Because Dragon-Skin is an "all appeal" item. It's an easier, faster way to sand, rasp, shape and smooth hard and soft woods, plastics, soft metals. It zips off old paint. It *won't clog* like sandpaper. And, it's priced for fast "pick-up" buying . . . 75¢ complete with holder, 25¢ for single sheets.

Pictures on this page show why handy, versatile Dragon-Skin can set *your* cash register ringing, too. Check your stock—and call your Red Devil jobber, today!

1315



MORE THAN 13 MILLION PEOPLE see Dragon-Skin advertised in Saturday Evening Post, Better Homes & Gardens, Popular Science, Popular Mechanics, Mechanix Illustrated. News mats and other hard-hitting tie-in promotion materials are available from Red Devil. Write today!



EYE-CATCHING DISPLAY BOX is colorful, compact, offers Dragon-Skin complete with holder and in individually-packaged sheets. Get fast extra sales by putting the individually-wrapped units in your window or bins. Perfect for peg-board or counter, too.



NEW SANDER SIZE Dragon-Skin sheets are pre-cut 3⅔" x 9" with edges crimped to fit oscillating sanders. Sheets snap right in place. Your jobber also has new Full-Size 9" x 11" sheets for extra sales!

5 WAYS TO CASH IN ON DRAGON-SKIN

	Your Cost	Your Selling Price	Your Profit	
A21 Counter Merchandiser—½ doz. Red Devil 9-S Holders each with 4¼x5 sheet of Dragon-Skin plus ½ doz. individually boxed sheets Dragon-Skin—No. DS-1. Weight: 3 lbs., 8 oz.	$3.60	$6.00	$2.40	40%
No. 95—Display box of 1 dozen Red Devil 9-S holders each with 1 sheet Dragon-Skin. Weight: 5 lbs., 13 oz.	$ .45	$ .75	$ .30	40%
DS1—Display box of 1 dozen individually boxed sheets Dragon-Skin — No. DS-1. Weight: 1 lb., 6 oz.	$ .15	$ .25	$ .10	40%
DS7—full size (9" x 11") individually packaged sheets 1 dozen in display box.	$ .60	$1.00	$ .40	40%
DS4—⅓-sheet size for oscillating sanders individually packaged, 1 dozen in display box.	$ .30	$ .50	$ .20	40%

Red Devil Tools

UNION, N. J., U. S. A.

World's largest manufacturer of painters' and glaziers' tools—Since 1872.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
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HARPER'S WEEKLY—OCTOBER 16, 1869

NIXDORFF Chain...A Vital Link In America's Progress Since 1854

To modern eyes, the Central Pacific passenger train shown above passing through Palisades Canyon, Nevada, might seem less than luxurious—but it represented a tremendous achievement to our forefathers. Just five months before this sketch was made, the Golden Spike was driven at Ogden, Utah—marking the junction of the Central Pacific Railroad and the Union Pacific and the completion of the first transcontinental railway. Even before that historic event, Nixdorff was firmly established in St. Louis —manufacturing chain for all purposes. Today—as yesterday—the name "NIXDORFF" spells "quality"—backed by over 100 years experience—and proved every day on the job.

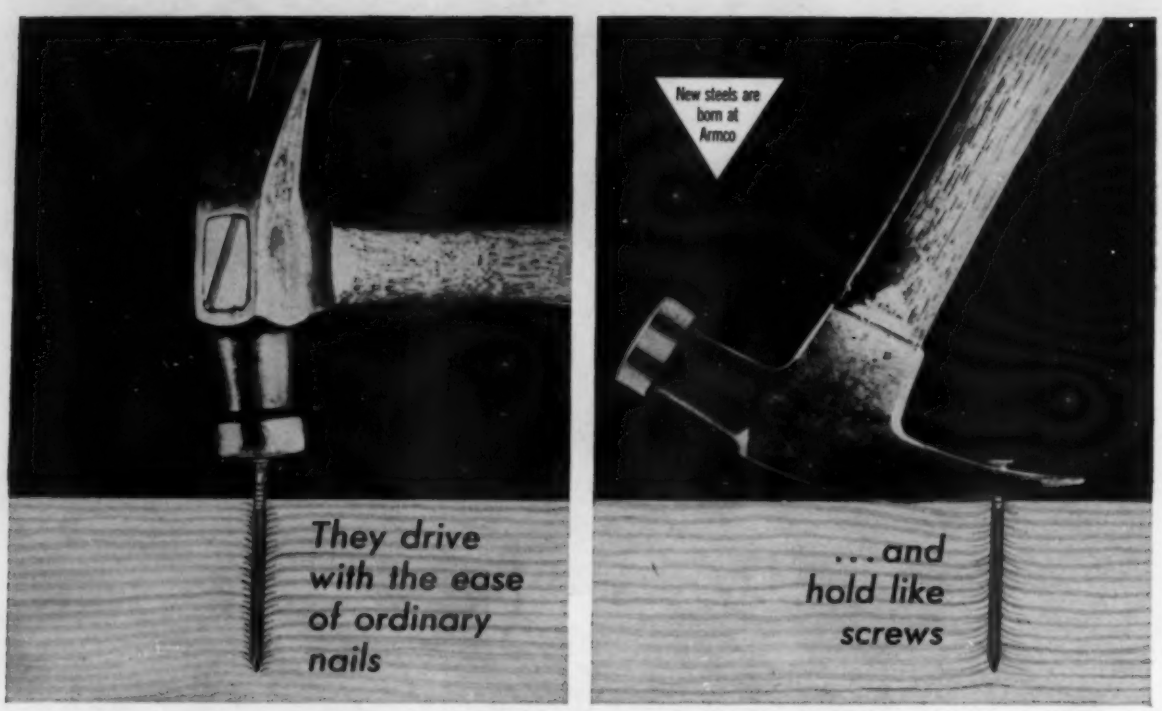
NIXDORFF KREIN SINCE 1854

NIXDORFF-KREIN* MANUFACTURING CO.

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

KREIN rhymes with FINE

WELDED AND WELDLESS CHAINS/CHAIN ASSEMBLIES/CHAIN SPECIALTIES/WAGON AND TRUCK HARDWARE



Sell the nails that lead to other sales

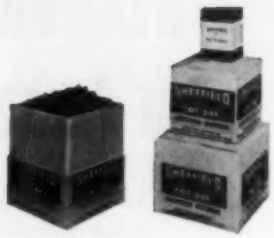
Sheffield Drive-Screw and Ring-Shank Nails drive with the ease of ordinary nails, yet give up to 8 times greater holding power. These nails actually make joints stronger than their members. And they save construction costs because fewer nails and less labor are required to build a stronger structure.

Make Your Store "Nail Headquarters"

It pays to stock a complete line of Sheffield Drive-Screw and Ring-Shank Nails—(along with Sheffield standard nails). Here's why:

1. Nails are staple items that build and maintain store traffic.
2. Even when unit sales are small, steady business in nails adds up to a lot of profit.
3. When your customer knows he can get from you the exact nails he needs, he's just as sure you have the variety and top quality in other merchandise he wants. Thus smallest nail purchases are often parlayed into big-ticket sales.

Get your share of this profitable nail business. Stock the entire Sheffield line of nails. Get in touch with your distributor now.



Sheffield Packaging Speeds Sales

Sheffield nails are packed in 50 and 25-lb. Nail Paks, and in handy 5-lb. cartons. The Nail Paks are a natural for easy storage and handling, and can take the place of expensive bins and cumbersome kegs. Just take the top off a Nail Pak, and you have an attractive, self-selling display of nails.

SHEFFIELD

Drive-Screw and Ring-Shank NAILS

SHEFFIELD DIVISION

ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

Southern
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NEW 1960

HAHN

POW-R-BOY 66

ROTARY TILLER

RUNS LIKE 60

WORKS LIKE 60

SELLS LIKE 60



This is the line that dug in and chewed up competition in hundreds of markets during 1959, its introductory year. Now even better able to outperform, outsell toughest competition with such features as *instantly* adjustable depth bar, *instantly* detachable wheels. Full year warranty. Five models covering wide range of needs from home garden to large-acreage use. Send coupon now for profit-making details.

THESE FEATURES HELP YOU SELL

- New Optional Reverse Gear
- Instantly Adjustable Depth Bar
- Instantly Detachable Wheels
- Easy to Use — Even for Women and Children
- Pulverizes Even Hard-Packed Soil and Grassy Sod

DISTRIBUTORS WANTED!
Some profitable territories still open. Mail coupon today!

HAHN, INC. DEPT. SH-119
EVANSVILLE, INDIANA

Send me confidential trade information about the new 1960 HAHN Pow-R-Boy Rotary Tillers (check type of business):

☐ DEALER ☐ DISTRIBUTOR

NAME.....

ADDRESS.....

.....

BUSINESS TRENDS

► Business Outlook

The big news of the moment is President Ike's decision to invoke the Taft-Hartley law sending the steel workers back to the mills for an 80-day cooling off period. Even though three to six weeks will be required to pump steel back into the pipelines, there probably will be no drastic shortages of hardware products. Most manuacturers had inventoried heavily in steel anyway and the outlook is for continued supplies of hand tools, lawn and garden tools, cabinet and builders hardware, painters and glazers tools, power tools, and most items of cook ware. Unless steel gets to producers rapidly, there could be shortages in some sizes of chain, screen cloth, some sizes of hand tools.

► The Market

After three months, the strike pushed the nation's business activity to a somewhat lower level. Production of course, is down, along with employment, and orders among manufacturers have slowed. Nevertheless the demand for goods is strong, retail sales continue high and the prospects are for the economy to move to new high levels once the strike is settled.

► Retail Trade

It's a good time to gear advertising and promotion to cash in on an expanding market. For the time being prices are holding fairly steady and consumers, unworried by stiffer interest rates, continue to buy in volume. Installment debt is up in virtually all categories and is being taken on at a record pace. The outlook for autos, appliances, and items used in home repair is excellent.

► Hardware Sales

The high level of consumer income (it topped $381 billion in the third quarter despite the strike) has pushed hardware sales along at a solid clip. Through the year's first seven months, sales by the nation's hardware retailers were 6% ahead of the corresponding period for 1958. Wholesaler sales in the same period were 12% above the 1958 period.

► Farm Income

In the first three quarters of 1959 farmers' realized net income is estimated at an annual rate of $11.5 billion. This was 1.6 billion or 12% lower than in the first three quarters of 1958, but a half billion or 4½% above 1957. The decline this year has resulted more from lower average prices than from increased production expenses. The fourth quarter should show an improvement as larger cotton and corn crops will be marketed heavily during the year's final months.

(See page 10 for current report on Southern wholesale hardware sales.)

AMES SHOCK BAND

means this to you.....



Ames shovels feature the exclusive shock band construction, eliminating rivets at end of socket. There are no vertical rivets to break important wood fibers in handle. You get all the strength nature built into fine Northern Ash. Ames shock band means a circle of steel surrounding and supporting the handle, a full 3" above ONE horizontal rivet. Laboratory tests prove Ames handles are stronger — stronger than government or railroad specifications.

AMES DOUBLE-TAPER FORGING

means this to you.....

Quality shovels are tapered TWO ways. Not just from back to point, but also from center to side. Ames alone puts more steel where it counts. Remember — make sure your customers get all the advantages of Ames Exclusive Double Taper Forging. Blade unconditionally guaranteed.



. . . quality control is no accident



FINER PRODUCTS THRU HIGHER STANDARDS

O. AMES CO.

PARKERSBURG, WEST VIRGINIA

AMES Since 1774

Ames also manufactures the famous lines of Ames Aire Casual Furniture and Ames Maid Metal Household Furniture



The Top Seller...

KEYLINE®

POULTRY NETTING

It's easy to see why farmers prefer Keyline Poultry Netting. Keyline never sags or bags as ordinary poultry fence often does. It stands straight and smooth from top to bottom.

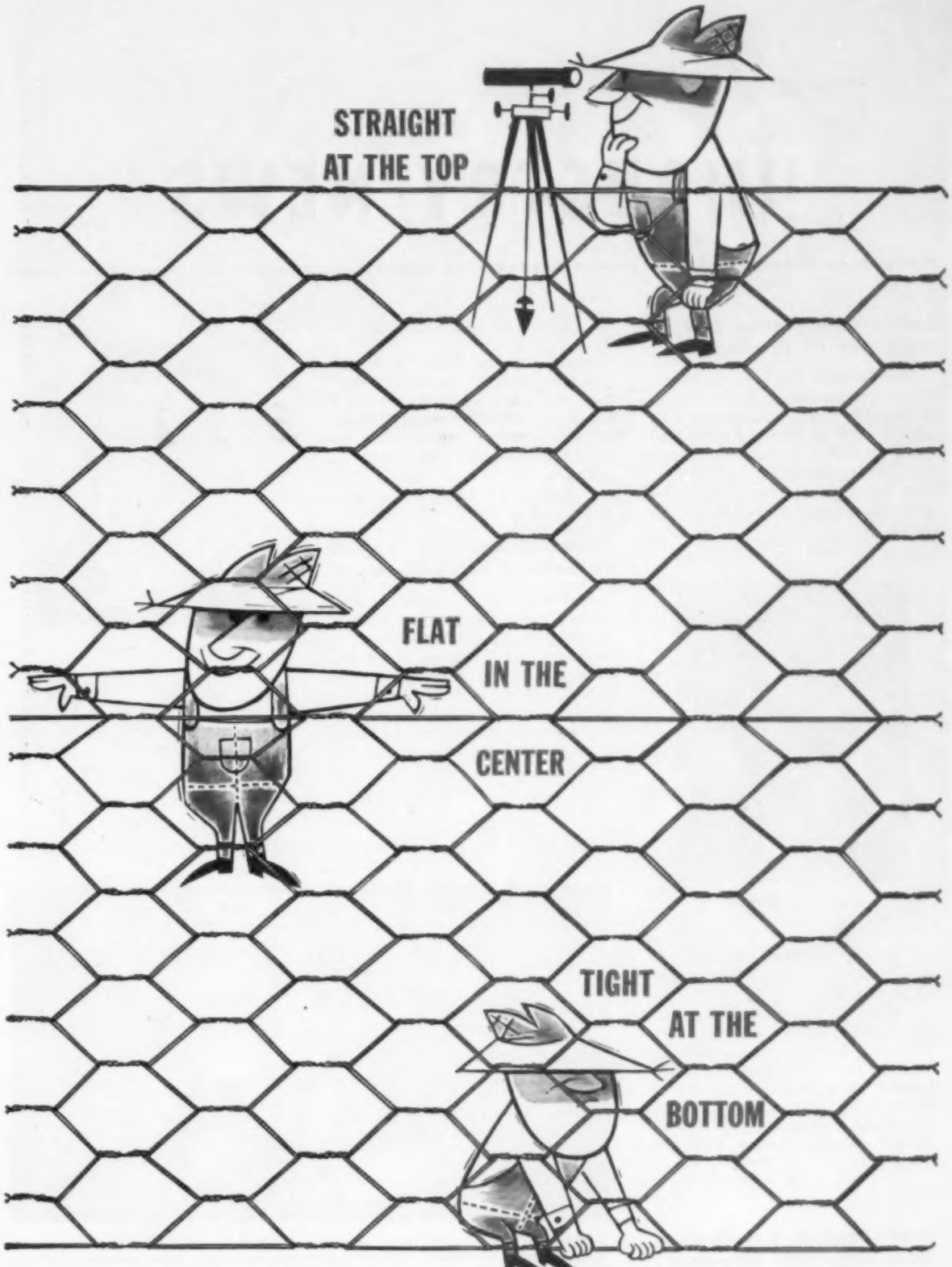
Your customers know it's the extra horizontal wires woven into Keyline that make the big difference. The wires are spaced just right to withstand pull when stretching. They keep Keyline good and tight when erected.

Other features help make Keyline the top seller. A reverse twist weave adjusts to give a smooth, flat surface. Every inch of the wire is galvanized against rust. Yet, Keyline costs no more.

Keyline is easy to sell because it's pre-sold. It's advertised in leading farm and poultry publications. Ad mats and envelope stuffers also help increase sales. Best of all, Keyline gets wide support from satisfied users.

Now's the time to get faster turnover and higher profits. Send in your order for Keyline today.

KEYSTONE STEEL & WIRE Company
PEORIA 7, ILLINOIS



makers of Keyline Poultry Netting • Red Brand® Fence and Barbed Wire • Red Top® Steel Posts
Non-Climbable Fence • Baler Wire • Nails • Keycorner • Keywall • Keymesh® • Keystrip

INDUSTRY NEWS

Lufkin Rule Names Day Assistant to President

THE LUFKIN Rule Co., Saginaw, Mich., has named George H. Day II to the new post of assistant to the president. The announcement was made by Lewis Barnard, Jr., president, at the conclusion of the convention of the American Hardware Manufacturers Association in Atlantic City.



George H. Day, II

The appointment became effective November 1. For the past 15 years, Day has been a vice-president of Chicopee Mills, Inc., supervising sales of fiberglass screening and automotive and upholstery fabrics for that company's Lumite Division. Sales and distribution of Chicopee Fiberglas Screening were taken over recently by Owens-Corning Fiberglas Corp.

◆

Behr-Manning Co. Names New Divisional Manager

NORMAN E. BARR, of Opa-locka, Fla., recently was appointed divisional sales manager for the Florida division of Behr-Manning Co., Troy, N. Y.

Since he has been with the company, Barr has covered industrial and general trade territory assignments throughout Florida. His division will include both the state of Florida and parts of Georgia.

◆

Greenlee Appoints Tuckett as General Sales Manager

APPOINTMENT of Martin J. Tuckett as general sales manager is announced by the Greenlee Tool Co., Rockford, Ill. Tuckett joined the firm in 1957 as assistant to the vice-president in charge of sales. He has been directing merchandising and sales promotion activities in the company's hardware and industrial fields.



Martin J. Tuckett

Delbert Wilson was named assistant sales manager in the same move. Wilson has been with Greenlee Tool Co. for six years in various capacities.

ACCO Unveils New Line at Sales Conference



Highlighting the recent four-day sales conference of corporate executives, district sales managers, factory representatives, and sales personnel of the Pennsylvania Power Mower and the ACCO Power Products Divisions, American Chain & Cable Co., Inc., at the Exeter, Pa., plant was the unveiling of the new and completely restyled lines of both the Pennsylvania and ACCO power mowers. Viewing one of the mowers here are, left to right: M. Robert Wilson, general manager; C. A. Shera, sales manager; and J. William Mason, designer.

Swanseal weather strip

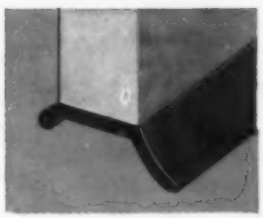
Retails at 98¢
for 18 feet!

**Easy to install...
sells on first sight!**

New from Swan—an all-purpose, gray vinyl weather strip for doors and windows. Won't shrink, crack or fade . . . remains flexible . . . can be used season after season. Swanseal Weather Strip goes up in minutes, conforms to any shape opening . . . seals out dirt, dust, moisture, insects, noise. Stops rattles and drafts, keeps heat in, cold out. Can be painted any color desired. Self-selling fact-packages of 18-foot lengths (rustproof nails included). One package is sufficient for weather-stripping average door or window. Order now from your Swan jobber.

FREE! Eye-catching, three-color counter display merchandiser holds 16 packages . . . builds impulse sales!





SWAN INSULSEAL GARAGE DOOR WEATHER STRIP

Especially designed for overhead doors to seal out snow, rain, dirt, insects. Tough, durable insulseal rubber resists grease and oil . . . won't shrink or crack in any weather. Easy to install—shapes easily to uneven surfaces. Packaged in 9 and 16 foot lengths (nails included).

Retail Price: 9 Ft. $2.75, 16 Ft. $5.25

SWAN RUBBER COMPANY • Bucyrus, Ohio

You can trust the products...made by Swan

INDUSTRY NEWS

(Continued from page 8)

W. H. Wenzel Elected Company President

H. WENZEL Tent & Duck Co. announced recently the election of William H. Wenzel as president and Herman F. Wenzel as chairman of the board of the 72 year old St. Louis, Mo., company.



William H. Wenzel

Founded in 1887 by the grandfather of the newly elected officer, H. Wenzel Tent & Duck Co. is one of the oldest and largest canvas products companies in the country. Principal office is located in St. Louis, and subsidiary companies at New Haven and Glasgow.

William H. Wenzel, who joined the company in 1945 after graduation from the University of Wisconsin and four years of active service in the U. S. Navy during World War II, becomes the fourth president in the history of the family-owned corporation. Another brother, Fred W. Wenzel, is president of the principal subsidiary in charge of all manufacturing. Past President Herman F. Wenzel will remain semi-active with the company.

◆

Texas Hardware Boosters to Revive Register Plan

MEMBERS of the Texas Hardware Boosters Club have revived a plan to help members of the organization locate one another when they happen to be making calls at the same time in the same cities in the Southwest.

Rolf Jarlen, manufacturers' agent in Dallas, has announced that the Boosters will place ledgers in leading hotels and motels throughout the Southwest that they may sign as they register. This allows them to see who else may be staying at the motel or hotel at that time.

"Often," Jarlen said, "Boosters have found out later that friends were staying at the same place at the same time, but unknown to each other. A special register for Boosters will give us a means of getting together when we are in the same towns and cities at the same time."

Jarlen said that a similar method had been introduced by the club several years ago, but was gradually forgotten. Ledger books with a small sign reading, "Boosters, Sign Here," are soon to be placed in as many leading hotels and motels in the Southwest as possible.

Nine Month Sales Gain Reported by Southern Hardware Wholesalers

THE UPWARD trend in sales by Southern hardware wholesalers continued in September. Sales in all geographical regions of the South were ahead of the 1958 month. Thus far in 1959 sales have increased each month over the same month a year ago.

As revealed in the monthly survey conducted by SOUTHERN HARDWARE, the sales gain in September was greatest for Mid-South wholesalers, the average increase being 8.4%. Southwestern wholesalers were next with an average increase of 7.1%. In the Southeast the increase in sales averaged 5.1%.

For the first nine months of 1959 sales by Southern distributors averaged a solid 12.5% above the 1958 period. Southwestern wholesalers have the heaviest average gain for the year to date—15.6%. Mid-South wholesalers report an average sales increase for the period of 11.8%, followed by the 9.4% gain in the Southeast.

The number of days' business on the books for Southern wholesalers in September averaged 43.9. The Southeast led with an average of 48.7. The Southwest average was 45.6, while in the Mid-South the average figure was 37.9.

In September, inventories increased again in all geographical regions, Mid-South wholesalers reported an average increase of 10.3%. Next highest figure was the 8.8% increase in the Southeast. In the Southwest inventory levels averaged a gain of less than 1%.

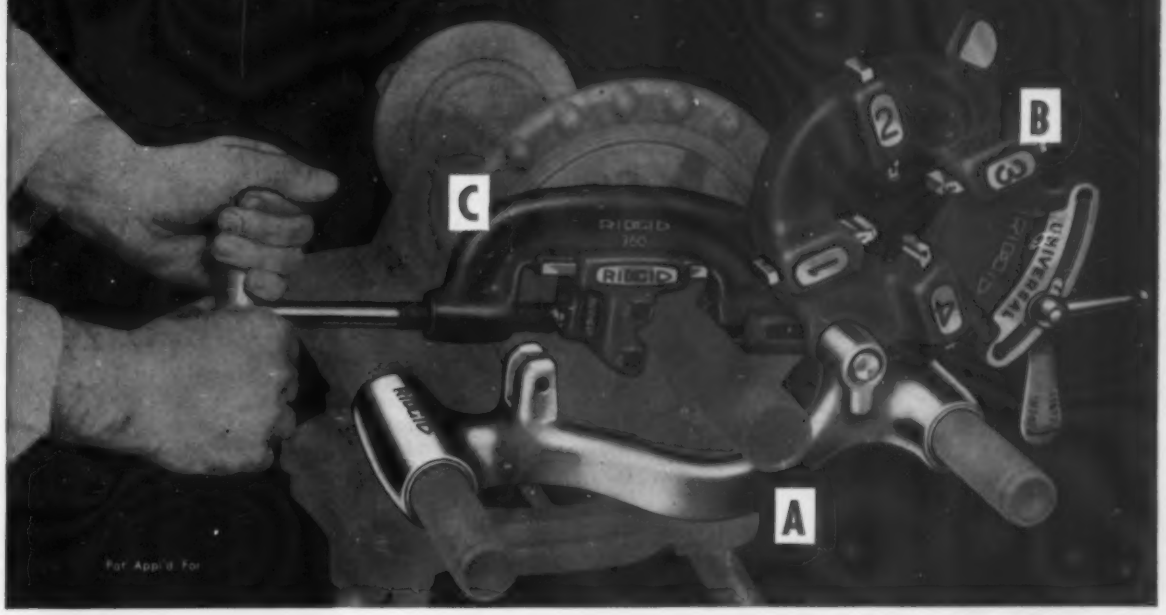
WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change		No. Days' Business on the Books	Percent Change
	Sept. 1959 from Sept. 1958	9 Months '59 from 9 Month '58	Sept.	Sept. 1959 from Sept. 1958
SOUTHEAST	+5.1	+ 9.4	48.7	+ 8.8
MID-SOUTH	+8.4	+11.8	37.9	+10.3
SOUTHWEST	+7.1	+15.6	45.6	+ .9
ENTIRE SOUTH	+7.1	+12.5	43.9	+ 6.4

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

Now!... Convert Your RIDGID 300 POWER DRIVE

to a fast, smooth, low-cost pipe and bolt threading machine!





"3 Efficient, New RIDGID Accessories For Fast Custom Pipe Jobs...Extra Profits!"

A **RIDGID No. 310 Carriage** — Slip this strong, lightweight aluminum alloy carriage on the support arms of your RIDGID 300 Power Drive, and you'll get real cut-and-thread efficiency! Holds die head and cutter at your fingertips exactly like a pipe machine. No fumbling for right size threader . . . no tools to drop. Easy sliding . . . snugs right up to chuck for close threading and cut-off.

B **RIDGID Die Heads** — The time-saving RIDGID 535 Quick-Opening Die Head shown here, or any other RIDGID Machine Pipe and Bolt Die Head, snap-locks into carriage quickly, easily... eliminates slow back-off. Single adjustment on carriage centers die head exactly for true threads every time.

C **RIDGID No. 360 Cutter** — Full-floating, wheel-type cutter...wide rolls for straight cuts at pipe machine speed. Attaches easily with swivel drive pin. Fits 310 carriage only.

Die head and cutter operate independently . . . swing up and stay out of way when not in use. Add a RIDGID No. 19 Nipple Chuck and you can thread close nipples in your spare time.

For a bargain in fast, easy work, equip your RIDGID 300 Power Drive with these accessories ...available individually...from your Wholesaler.

RIDGID

The Ridge Tool Company • Elyria, Ohio, U.S.A.

INDUSTRY NEWS

(Continued from page 10)

Southwest Ramblin's



By RUSS BAITY
Divisional Manager
Dallas, Texas
J. Wiss & Sons Co.

THE RAINS CAME this past month in the Southwest and considerable damage was done in some sections . . . We are not complaining though as moisture is always welcome . . . **Jack Smith,** purchasing agent for Brown-Roberts Hardware & Supply Co., was the proud father of another boy . . . 6½ lbs. on September 10th . . .

Gene Hurless of Amerock Corp. also has an increase in the family . . . 7 lb. girl on September 16th. Everyone is doing fine . . . **Jack Barnes** and his gang at Lee Hardware, Shreveport, have recently won a contest sponsored by General Electric, Clock Division . . . Jack and his wife were their guests in Bermuda for a few days and then attended the National hardware convention in Atlantic City . . .

Galbraith Steel & Supply Co., Lubbock, are in the process of building a new warehouse, 84,000 sq. ft. . . Completion is expected around the first of the year . . . **Jack Husbands,** president of Morrow-Thomas Hardware, reports his daughter was married recently. The newlyweds will make their home near Dumas, Texas . . . Amarillo Hardware is in the process of installing the IBM 305 RAMAC system . . . A new sound proof room is being built in their general office to handle the equipment . . . Their recently completed Fall Merchandise Show is said to have been their most successful . . .

Regret to report that **Meredith Doyle,** assistant to **Ed Stulce,** buyer of sporting goods of Amarillo Hardware has passed away resulting from complications following an operation . . . Also regret to report that **Lacy W. Boone,** better known as **Wirt Boone,** purchasing agent for Peden Iron & Steel Co., passed away on September 24th . . . He was 65 years of age and along with his other duties was very active in the success of the credit union for Peden.

Harold Torian, manufacturers' representative and **Tom Wells** of Ballem & Wells, have recently purchased new homes in Big D . . . **George Norsworthy,** president of Schoellkopf Co., spent two weeks in bed with the virus after returning from the hardware golf meeting in Colorado Springs, Colo. . .

Charles E. Nash, president of Nash Hardware, reports a heavy schedule of Power of Knowledge Meetings with their dealers. . . See you next month.

◆

Disston Appoints New Southern Representative

J. C. HYDRICK, general manager of Disston Division, H. K. Porter Co., Inc., announces the appointment of Franklin Reis as sales representative covering the states of Arkansas, southern Missouri, northern Mississippi, and western Tennessee. Reis replaces Don Graves in this territory.

Reis formerly spent 8½ years with Atkins Saw Co., a division of Borg Warner Corp. He lives in Memphis, Tenn.



Franklin Reis

◆

Maddern Assumes Duties as Shelby Sales Manager

THE SHELBY Spring Hinge Co., Shelby, Ohio, announces the appointment of Edward Maddern as general sales manager. Until coming with Shelby, Maddern was general manager of the Canadian Retail Hardware Association. His duties with Shelby will include the development of a progressive and rounded national marketing program for the company.



Edward Maddern

◆

West Georgia Mills Elects Thener to Board

HARRY W. THENER, of Dallas, Texas, recently was elected a director of West Georgia Mills, Whitesburg, Ga., according to Gibson LaFoy, president. Thener, who is a stockholder in West Georgia Mills, also represents the company in the Southwest.

He has been a manufacturers' representative in Dallas for the past three years, and prior to that was sporting goods buyer for the Shapleigh Hardware Co.

PAYS OFF $35 A FOOT!

OXCO FLOOR SWEEP MERCHANDISER NO. 1 DISPLAYS, STOCKS, AND SELLS $81.18 WORTH OF SWEEPS IN JUST 2.3 SQ. FEET

Oxco's sturdy floor sweep display takes up less space than a stout sales clerk, and sells sweeps on sight! The best sellers in sweeps are displayed right out in front, extra stock stores behind them. And on the bright top sign is the Oxco-developed use table that recommends the right sweep for the job . . . assures customer satisfaction.

IT'S FREE!

This practical Oxco unit works for you for nothing! It's yours free when you order your Oxco Floor Sweep Display No. 1. You get 18 of the most popular Oxco sweeps, matching handles and *free* stand in one shipping container. See your Jobber now for prices and full details.



OXCO BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK *Established 1884* MARYLAND

How to make bolts produce profits

Serving a customer who "just needs a bolt" takes valuable selling time. Now you can make it easy for customers to serve themselves. Lamson's attractive, flexible Bolt Trays—spotted at strategic locations in your store—do the job. They build impulse sales, help you sell other merchandise, too.

Lamson "Serve Yourself" Bolt Tray

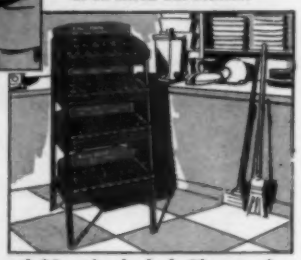
with zinc-chromate plated bolts



TOOL DEPARTMENT
When a customer buys tools, the Bolt Tray reminds him to pick up bolts for needed repair jobs. Helps build traffic in department.



CHECK-OUT COUNTER
Remind customers to buy bolts by placing a "Serve Yourself" Bolt Tray near the cash register or on check-out counter.



HOUSEWARES DEPARTMENT — This compact floor unit, containing four Bolt Trays, gives you a complete bolt department in minimum floor space. Helps sell related housewares items.

All bolts plated for eye appeal. Nuts included. Choose the type of bolts *your* customers ask for most often...machine, carriage, lag, stove, cap screws. Refills available from stock. Ask your Lamson Distributor for full information.

NATIONAL RETAIL HARDWARE ASSOCIATION nrha APPROVED DISPLAY

LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

The Fast Turnover Line!

Atlas-Aire

ROTARY POWER MOWERS for 1960

Deluxe Copper Styling! Competitive Prices!

10 MODELS TO CHOOSE FROM!

20 inch, 22 inch, 25 inch and Self-Propelled* Models

SOLD THROUGH WHOLESALERS ON A SELECTIVE BASIS!



*Patent No. 2903081

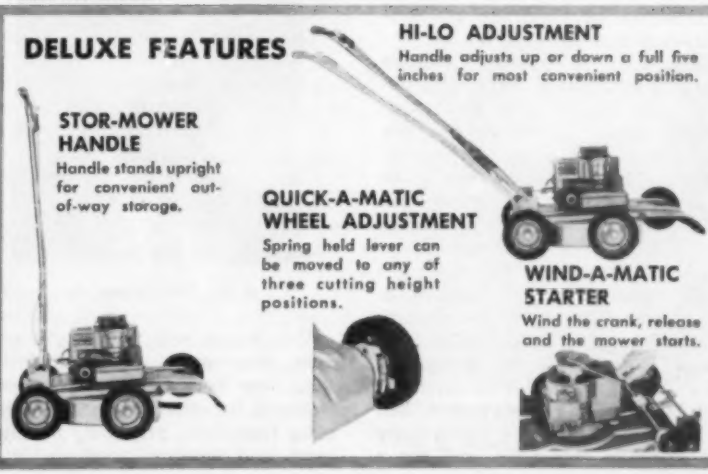
DELUXE FEATURES

HI-LO ADJUSTMENT
Handle adjusts up or down a full five inches for most convenient position.

STOR-MOWER HANDLE
Handle stands upright for convenient out-of-way storage.

QUICK-A-MATIC WHEEL ADJUSTMENT
Spring held lever can be moved to any of three cutting height positions.

WIND-A-MATIC STARTER
Wind the crank, release and the mower starts.



Sell The Line That's Pre-Sold For You!

NATIONALLY ADVERTISED IN
LIFE • LOOK • SUNDAY ROTO
RADIO • TELEVISION • OUTDOOR

ATLAS-AIRE QUALITY
Atlas-Aire mowers are non-clogging, self-cleaning . . . out-perform all others.

MAIL THIS COUPON!

ATLAS TOOL & MANUFACTURING CO.
5149 Natural Bridge Ave., St. Louis 15, Mo.

We will rush complete free sales package and ordering information. Merchandise samples available to wholesalers on request.

Company Name .....
Address .....
City ..... Zone ..... State .....
Your Name .....
Position .....

INDUSTRY NEWS

(Continued from page 12)

Swinging Around The Southeast



BY DAN M. FRY

Fry-Holbrook & Associates
Atlanta, Ga.

THE NATIONAL Hardware Show, which took place in New York City, was as usual, a great success . . . Many buyers, manufacturers, and manufacturers' representatives from coast to coast filled the New York hotels . . . Quite a few new items were introduced . . . Old line manufacturers, who have had their booths for years, were at the same old stand . . . Four floors of solid booths in hardware in the Coliseum in New York City certainly is an impressive sight . . . Crowds seemed larger this year, and the buyers were anxious to get set for the coming season . . . Consensus of opinion was, if the steel strike was settled, we would sail into a bright Christmas and spring season.

Jim McCauley, buyer of plumbing and heating supplies for Interstate Hardware Co., Bristol, Tennessee, surprised everybody recently and took a couple of days off . . . Mr. Jim has been with Interstate for 38 years, and just doesn't believe in being away from his desk.

Ran into our old friend, **Jack Davitte,** representative for Planet, Jr. implements . . . Jack has been traveling with various jobber salesmen throughout the territory, and should certainly know the answers . . . He has been doing this sort of thing for the past 37 years in the Southeastern territory.

A Sales Clinic was held recently by Summers Hardware Co., Johnson City, Tennessee . . . Lines consisted of housewares and appliances . . . 26 manufacturers' representatives showed their lines to the Summers' salesmen in a period of two days, giving them product and sales information.

Palmour Moore, new salesman for Paris-Dunlap Hardware Co., Gainesville, Georgia will cover the West Georgia territory . . . **Charles Robacker** is the new assistant buyer with Paris-Dunlap . . . We wish both gentlemen much success in their new duties . . . **Bill Bohm,** a new salesman for the Sheffield Hardware Co., Americus, Georgia . . . Bill will work the northwest territory, taking over for our friend **Olin Rushin,** who passed away recently.

George H. Day, II, formerly with Chicopee Mills, is now the assistant to the president for Lufkin Rule Co. . . . Mr. and Mrs. Day and family will reside in Saginaw, Michigan, where Lufkin headquarters . . . George is well-known down South and we wish him every success and all the good things to come for a wonderful guy . . .

A goodly number of Southeastern wholesalers were on hand for the Atlantic City convention . . . The New Jersey resort enjoyed Florida-like weather, and the convention was a fine affair.

Saw our old friends **Coleman Perry** and **Graham Barr** who operate the Perry and Barr Co., manufacturers' representatives, Nashville, Tennessee . . . both Coleman and Graham seem to be in good health and of good spirits.

Ran into **W. N. (Billy) Wilkerson** at the New York Hardware Show . . . Mr. W. was busy as usual, and heads up the John T. Everitt & Co., manufacturers' representatives, Memphis, Tennessee . . . **Frank Cooper, III,** of Knight & Wall Co., Tampa, Florida attended the Atlantic City Convention, but Mrs. Cooper did not accompany her husband this time, and for a very good reason . . . They have a brand new baby at their house . . . Congratulations to the Coopers . . . Please be assured we welcome your comments and news sent to this column, and greatly appreciate your interest . . . See you next month.

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Sunset Fishing Lines Makes Field Changes

A COMPLETE change in the field sales organization of Sunset Fishing Lines, covering the South and Southwest, is announced by Executive Vice-President A. W. Agnew at the company's Florence, Ala., plant.

Gaines C. Smith was named representative for the Southern states, operating from Athens, Ala. Anderson Sales Co. will cover the Southwest with Tip Anderson at Fort Worth and Coleman Ellis at Louisville.

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William Rumley, Jr., who has been with the company for 18 years has resigned as of the above date and will cover independently the states of Georgia, North Carolina, South Carolina, and Florida.

R. E. Cox, of 15 years experience with Sheffield Clark & Co., has likewise resigned and will cover his old territory, Texas and Oklahoma.

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FRANCIS J. GRABELL has joined the Skodco organization, Greenwich, Conn., in an executive capacity and will assist Reidar Damslet in serving the company's hardware salesmen, distributors, and customers. He has extensive experience in the import-export field and has dealt almost exclusively with manufactures of Scandinavian origin.

Nixdorff-Krein Announces Transaction with Walsh

ELLIS C. LITTMANN, president of Nixdorff-Krein Manufacturing Co. of St. Louis, announces that his firm has purchased all the manufacturing assets and real estate owned by the Walsh Manufacturing Co. of Charles City, Iowa. A new corporation of the same name has been organized to continue the manufacture of Walsh products and to distribute its allied lines.

Walsh manufactures corn cribs, hog feeders, wagon boxes, and various other farm equipment. It also is wholesale distributor of allied farm products specialties throughout the Midwest.

Palmetto Hardware Opens New Warehouse Facilities

PALMETTO Hardware & Supply Co., Columbia, S. C., is now serving its trade in all of South Carolina, part of North Carolina, and part of Georgia from its new warehouse and office facilities at 850 Rosewood Dr.

The building contains approximately 30,000 square feet of space. The inside height of the warehouse is 16 feet at the lowest point. Operations in the warehouse are completely mechanized with the unloading of freight cars and the loading of its trucks being handled with fork lifts. The building is practically fireproof; side walls are of jumbo brick, floors are concrete, and the roof is heavy gauge metal.

With the additional space personnel and inventory of the company have been increased greatly. The old warehouse will continue to be used for certain types of merchandise that does not require, in warehousing, the use of fork lifts.

Palmetto Hardware & Supply has been in business since 1946, became wholesalers in 1952. The company travels seven men, two in Columbia and vicinity and the other five throughout the rest of its territory.

Officers of the company are H. M. Bauknight, president; Hal N. Askins, vice-president in charge of purchasing; R. H. Van De Water, secretary-treasurer; and R. E. L. Freeman, vice-president in charge of sales and collections.



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INDUSTRY NEWS

(Continued from page 17)



View of the South parking lot of the main warehouse of The Sabine Supply Co. indicates the large number of customers attending the Selling Show. Inside guests gathered around display booths, such as the paint brush display above.

Sabine Supply Co. Holds Successful Selling Show

WITH ATTENDANCE at its Selling Show above expectations, The Sabine Supply Co., of Orange, Texas, pronounced the occasion highly successful.

200 Factories

Two hundred factory representatives presented their lines in booths set up in the wholesaler's warehouse, and approximately 1200 customers attended to view the lines during the show held September 19-20. Guests attended from the farthest distant points in the territory served by the company, around 200 miles. Many were present from Houston and from as far East as Lafayette, La.

The company served 1452 meals and 90 cases of cold drinks to those attending, and 438 customers were taken on boat trips along the Sabine River waterways.

◆

Sherwin-Williams Names Baldwin General Manager

APPOINTMENT of E. Colin Baldwin as vice-president and general manager of the Sherwin-Williams Co. was announced recently by Arthur W. Steudel, president of the paint and chemical concern.

In his new post, Baldwin will continue as president of the Sherwin-Williams Co. of Canada, Ltd., the position he has held since 1958. He will make his headquarters at the company's international headquarters in Cleveland, Ohio.

Baldwin joined Sherwin-Williams in Cleveland in 1934.

In announcing his appointment as general manager, a post that has been vacant for several years, President Steudel pointed out that Baldwin will also direct all domestic and foreign sales for the company.

◆

Swander Is New President of Columbian Vise & Mfg.

THE COLUMBIAN Vise & Manufacturing Co., Cleveland, announces two changes in its executive group, following a meeting of the firm's board of directors.

H. F. Seymour, president since 1945, was elected chairman of the board. Dan C. Swander, Jr., formerly executive vice-president, becomes president.

Seymour joined Columbian Hardware Co., predecessor of Columbian Vise, in 1912. A year later he designed a new type of machinists' vise, securing patents in 1917. In 1926, he and the late Dan C. Swander, Sr., father of the new president, purchased control of the company and adopted its present corporate name. Production of other hardware items was discontinued at that time and the firm's entire facilities concentrated upon vises.



Seymour **Swander**

Dan C. Swander, Jr., new president, has been affiliated with Columbian Vise since 1935. His experience includes service as district sales representative, assistant sales manager, and company secretary. He was elected vice-president in charge of sales in 1947 and executive vice-president in 1954.

Other company officers elected at the meeting are Richard Seymour, secretary; Robert F. Swander, treasurer; and A. S. Trivison, assistant treasurer.

When Well Displayed...the Sale is Made!



Show your Columbian Rope

In these attention-getting Columbian Merchandisers!



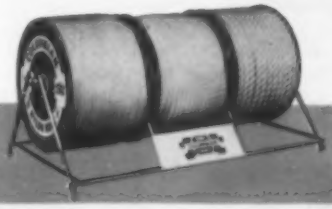
It takes visibility to make salability! That's why Columbian Rope offers you these four display merchandisers. They remind the customer of rope — they suggest the purchase of rope — they help you make more rope sales. Occupy minimum floor space, too. Ask your Columbian Distributor about these merchandisers today.

The **PICK-ME-UP** brings self-service to rope sales. It displays 50 ft. and 100 ft. Columbian Manila Rope Coils packaged and ready to go. No weighing . . . no measuring . . . no cutting. The Pick-Me-Up—22" x 22" x 54½"—takes less than 4 sq. ft. of floor space. Top shelf for ski-rope and other small items. Rope sizes ¼", ⅜", ½".



MERCHANDISER #57 displays 6 Colpack Cartons with a variety of ropes, including two 100-lb. cartons or 6 full reels plus two 25-lb. reels. Rope feeds through guides to simple, accurate measuring device, is quickly cut to any desired length. Merchandiser #57 is 54½" long, 44½" high, 23¼" deep, has 12½" high sign on top.





COLUMBIAN COLPACK ROPE RACK displays rope in smaller sizes. Holds one Colpack 25-lb. carton and two Colpack 50's. Takes only 20" x 30" floor space. Top shelf for water-ski rope, small coils

COLUMBIAN DISPLAY RACK holds three reels of Columbian Stabilized Nylon Rope or Columbian High Tenacity Polyethylene Rope, in ¼", ⅜" and ½" diameters. Fits easily on shelf, counter, or on top shelves of Pick-Me-Up and Colpack Rope Rack.



COLUMBIAN Rope Company

Auburn, "The Cordage City," New York

The Man Who Knows the Ropes Says, "Columbian!"

Republic Bolts and Nuts...

BUILD CUSTOMER CONFIDENCE

There's something about a spanking clean show window that inspires confidence in you and your business. And it is the confidence of your customers which, in the long run, builds your sales and profits.

Republic Bolts and Nuts are confidence-builders, too. When you display the name "Republic Steel", you immediately identify yourself with products that are manufactured in the South for use by Southern farmers and home owners. Moreover, the Republic Steel trademark—just as it appears on each fastener package in your store—is advertised throughout the South in leading trade and consumer magazines.

As a result, Republic's fine reputation for integrity and product quality will boost your stock with customers as surely as a spotless show window!

Equally as important is the technical excellence of Republic products. Republic Steel's Gadsden, Alabama, plant is managed and manned by personnel who have the know-how and facilities to produce fasteners of unexcelled quality.

In addition, Republic supplies you with a number of valuable selling aids. So if you're really "on the go"—determined to build even greater prestige and profits for your business—Republic Bolts and Nuts can help you keep established customers coming back, and new ones coming in. For complete information, get in touch with your nearest Republic Distributor. Or mail the handy coupon appearing in lower right corner.

The South Respects the Quality of Republic Products!

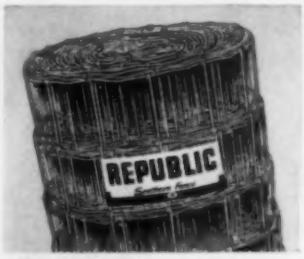
OTHER REPUBLIC PRODUCTS FOR SOUTHERN HOMES AND FARMS



Precision-Wound® Baler Wire for automatic balers.



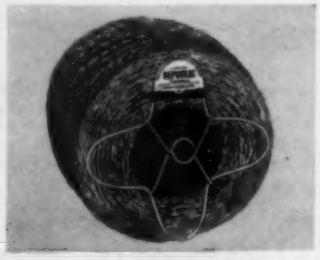
A complete range of wire nails and staples for every requirement.



Tough, strong, woven wire fence in all popular styles and sizes.



Flexible plastic pipe for wells, water lines, stock waterers, and irrigation.



Galvanized barbed wire in all popular styles.



BLUE RIDGE Galvanized Steel Roofing can be used with any V-drain type or standard V roofing.

like a Spotless Window...



CHOICE OF 20,000 STANDARD TYPES AND SIZES, a few of them shown in picture above, is a valuable Republic selling "plus". Republic Bolts and Nuts come in eye-catching, spill-proof packages that make attractive self-selling displays. Another important selling aid is Republic Steel's convenient Price-Finder designed to help you price the many varieties of fasteners quickly and with no delays to you or your customers. In addition, Republic Steel supplies informative literature on the advantages of Republic fasteners. The result is better service to customers—extra profits for you.

REPUBLIC STEEL

World's Widest Range of Standard Steels and Steel Products

REPUBLIC STEEL CORPORATION
DEPT. SH-7510-A
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me information on:

- ☐ Bolts and Nuts
- ☐ Automatic Baler Wire
- ☐ Nails and Staples
- ☐ 13½ Gage High Strength Barbed Wire
- ☐ Woven Wire Fence
- ☐ Plastic Pipe
- ☐ BLUE RIDGE Roofing

Name_____ Title_____

Company_____

Address_____

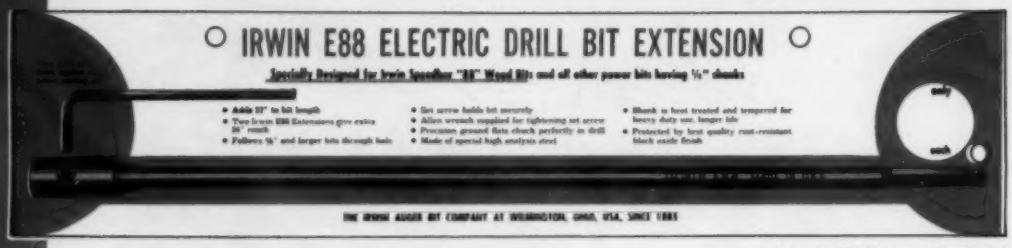
City_____ Zone____ State_____



ANOTHER IRWIN BEST SELLER

NEW IRWIN E88 ELECTRIC DRILL BIT EXTENSION

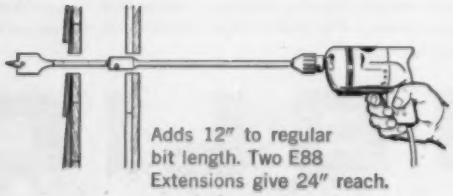
Specially designed for Irwin Speedbor "88" wood bits and all other power bits having ¼" shanks



Irwin E88 Hang-Up Card

FASTEST SELLING FEATURES

- Adds 12" to regular bit length.
- Two Irwin E88 Extensions give extra 24" reach.
- Will follow ⅝" and larger size bits through hole.
- Set screw holds bit securely.
- Allen wrench supplied for tightening set screw.
- Precision ground flats chuck perfectly in drill.
- Made of special high analysis tool steel.
- Shank is heat treated and tempered for heavy duty use, longest life.
- Rust-resistant black oxide finish.
- Attractive self-selling hang-up card.



Adds 12" to regular bit length. Two E88 Extensions give 24" reach.



Set screw holds bit or extensions securely



Precision ground flats chuck perfectly

Order from your Irwin wholesaler today

Packaged: 6 to box, individually mounted on self-selling hang-up cards.

Retail Value . . . . . **$1.49** each.
Dealer Cost . . . . . **$1.00** each.
You Make . . . . . **$2.94** per box of 6.

Weight: ½ lb. each, 3 lbs. per box

IRWIN
every bit as good as the name

The Irwin Auger Bit Company at Wilmington, Ohio, USA, since 1885

(Continued from page 18)



District chairmen and new president of the Southwest Sporting Goods Jobbers Association are, left to right: Dick Ainsworth, South Texas District; Gordon Cullum, immediate past president; Bob Harris, North Texas District; C. Stanly Roberts, Jr., president; Bill Hughes, Arkansas District; Harry Robertson, Louisiana District; and Lyle Wheeler, Oklahoma District.

Southwest Sporting Goods Jobbers Elect Stanly Roberts as President

C. STANLY Roberts, Jr., vice-president of Roberts, Sanford and Taylor Co., Sherman, Texas, was elected president of the Southwest Sporting Goods Jobbers Association, succeeding Gordon Cullum, Cullum and Boren Sporting Goods Co., Dallas, at their recent meeting held in Dallas.

Also elected at the meeting were the new chairmen of the various districts in the Southwest that comprise the association area. Bob Harris, Nash Hardware Co., Ft. Worth, Texas, was elected chairman of the North Texas District; Dick Ainsworth, Automatic Distributors of Houston, Houston, Texas, chairman of the South Texas District; Bill Hughes, Williams Hardware Co., Ft. Smith, Ark., chairman of the Arkansas District; Harry Robertson, Evans Sporting Goods Co., Shreveport, La., chairman of the Louisiana District; and Lyle Wheeler, Oklahoma Hardware Co., Oklahoma City, Okla., chairman of the Oklahoma District.

A special award in the form of an engraved plaque was presented to Bob Abb, manufacturers' agent, Sherman, Texas, at the annual meeting by Gordon Cullum, immediate past president. The award was made "to the person who has done the most for fostering good relations in the fishing tackle distribution field in the Southwest."

◆

Joyner to Represent Fred Arbogast Co.

B. C. JOYNER has joined Nick Simich to represent the Fred Arbogast Co., Inc., Akron, Ohio, in the Southeastern states of Florida, Georgia, Tennessee, Virginia, West Virginia, North Carolina, South Carolina, Kentucky, and Alabama. Joyner will headquarter in Memphis, Tenn.



B. C. Joyner

He formerly was with Rothrock & Associates, of Memphis.



Bob Abb, left, is congratulated by Gordon Cullum, immediate past president of the Southwest SGJA, for winning the special award to a representative.

Hyde Celebrates 85th Anniversary



The Hyde Manufacturing Co., Southbridge, Mass., recently celebrated its 85th anniversary with a sales conference at which highlights of the company's history were reviewed, as well as plans for 1960. Representatives from the South who have outstanding sales records are, front row, 5th and 6th respectively from left, Charles Jarrett, Dallas, Tex., and J. E. Thomas, Memphis, Tenn. Second row, 4th from left, E. H. Blackmon, Jacksonville, Fla. Third row, 3rd and 4th from left, E. L. Fortier, Atlanta, Ga., and Bobby Peters, Memphis, Tenn.

(Continued from page 23)



New officers of the National Builders Hardware Association, elected at the New Orleans convention, are, left to right, J. E. O'Keefe, first vice-president; Francis E. Traver, president, and Walter H. McAninch, second vice-president.

Builders Hardware Groups Hold Their Biggest National Convention

By Bob King
Southwestern Editor

MEMBERS OF the National Builders Hardware Association and the American Society of Architectural Hardware Consultants aired out industry problems, elected new officers and toured the historical sites of old New Orleans September 26-30, as they gathered for their joint meeting from throughout the nation, plus Canada.

Registration for the convention set a new record with attendance reported near 4,000, including members, wives and visitors. Exhibit space for the annual exposition was at a premium with a record 125 exhibitors' booths set up by the manufacturers and their representatives to show off the latest designs and trends in builders hardware items.

The first day of the annual convention began with a breakfast-meeting of officers and directors of the NBHA to elect new officers for the coming year. Elected president for the coming year was Francis E. Traver of Columbus, Ohio, who succeeds James C. Carroll of Los Angeles, Calif. Elected first and second vice-presidents were J. E. O'Keefe of West Hartford, Conn., and Walter H. McAninch of Seattle, Wash.

The ASAHC members took over the meeting room at the convention headquarters of the Roosevelt Hotel and also appointed new officers. E. B. Veihmeyer, architectural hardware consultant, Bethesda, Md., was elected president succeeding Robert A. Wesche, Tulsa, Okla. J. M. Wilson, New Hamburg, Ontario, Canada, was elected first vice-president, and E. H. McCulloch, New Britain, Conn., second vice-president. George P. Merrill, Santa Rosa, Calif., was re-elected executive director of the organization.

Skits, panels and speakers focused attention on a number of industry problems, including foreign imports, multiple distributors of one factory line, and the relations of hardware consultants and architects.

At the 25th annual NBHA banquet a special presentation was made to John R. Schoemer, who steps down as managing director of the NBHA after 15 years with the association. The presentation was made by noted humorist Herb Shriner.

The exposition at the municipal auditorium remained open until mid-afternoon of the final day. Officers and directors of the two organizations announced that the next convention would be held in Chicago at the Hotel Sherman, September 26-28, 1960.

Safe Padlock to Affiliate with American Hardware

THE AMERICAN Hardware Corp., New Britain, Conn., and The Safe Padlock and Hardware Co., Lancaster, Pa., jointly announced recently that they have entered into a purchase agreement in which Safe will become a separate op-

(Continued on page 28)



Officers of the American Society of Architectural Hardware Consultants elected at their annual convention are, left to right, George P. Merrill, executive secretary; E. H. McCulloch, second vice-president; E. B. Veihmeyer, president, and John M. Wilson, first vice-president.



Each ball labeled wt., tested break and feet per ball

PROMPT DELIVERY!

JUTE TWINE

available in the MIKE brand

A dependable source of supply for jute twine in these two popular sizes—

ART. 544 12 lb., 3 ply, 8 oz. solid wound balls, 592 ft. per ball, 45 lbs. tested break.

ART. 545 28 lb., 3 ply, 8 oz. solid wound balls, 255 ft. per ball, 100 lbs. tested break.

Put your confidence in the QUALITY LINE...

- Vinyl Weather Stripping
- Wood Glue
- Braided Nylon Line
- Seine Twines
- Seine Cords
- Trot Lines
- Staging
- Venetian Blind Cord
- Sash Cords
- Clothes Lines
- Mason Lines
- Fishing Lines
- Starter Rope
- Jump Rope
- Mop Heads
- Wrapping Twines
- Kitchen Lines
- Express Twines
- Chalk Lines
- Parcel Post Twines
- Polished India Twines
- Plastic Clothes Lines
- Jute Twine
- Nylon Casting Lines
- Manila Ropes
- Masking Tape
- Freezer Tape
- Polyethylene Ropes

'MIKE' ®

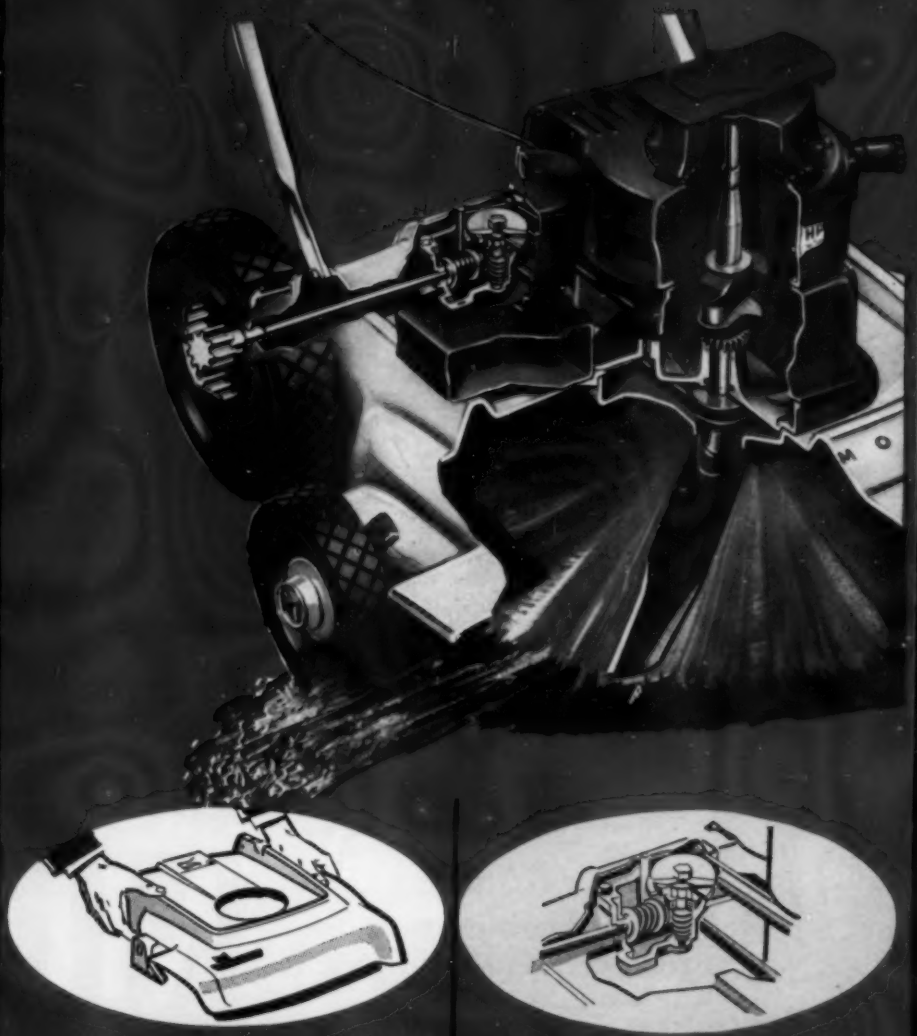
Orders of $75.00 or more, freight prepaid. Orders of less than $30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of $30.00 to $75.00 freight allowed to $1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873 **Cleveland Mills Company** LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.



YOU—Mr. DEALER, CAN SELL AT A PROFIT IN 1960 WHEN



EXTRA STRONG DECK—Moto-Mower die-cast, non-rusting aluminum decks are twice as thick as steel, yet lightweight. Underside is reinforced with ribbing for added ruggedness and strength. Extra reinforcement at wheel mounting areas.

SILENT GEAR TRANSMISSION—A Moto-Mower automotive-inspired feature. Positive gear engagement eliminates slippage, feeds power smoothly. Completely enclosed drive train. Proven under thousands of hours of rugged field performance.

A 4-Star Program to help you SELL . .

★ **A LONG PROFIT MARGIN**—up to 33% all year around . . . the kind you need for a successful, money-making power mower operation.

★ **SENSATIONAL DEMONSTRATOR PLAN**—deluxe model demonstrators at a low, low price—38% off list—with your Early Buy order. A sure-fire profit builder.

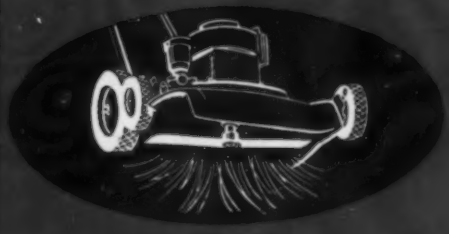
★ **EXTRA EARLY BUY DISCOUNT**—an extra 3% bonus for placing your Moto-Mower order early. Another opportunity for profit.

★ **SALES-ASSURANCE PROGRAM**—sensational plan that gives you special protection—makes Moto-Mower your sales partner on 50 percent of your Early Buy order.

POWER MOWERS YOU SELL MOTO-MOWER!

QUALITY WHERE IT COUNTS MOST!
BUILT TO RIGID AUTOMOTIVE QUALITY STANDARDS





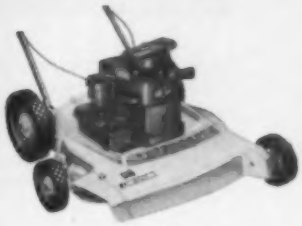
VACU-MOW BLADE—Designed to really lift the grass and cut it cleanly. Blade design creates a positive discharge and assures smooth distribution of clippings without unsightly clumps. And Moto-Mower's blade is hardened for maximum life and cutting ability.

A powerful statement! You bet it is.

Forgetting all advertising "smooth-talk", you can make money in the power mower business . . . IF . . . YOU . . . WORK . . . FOR . . . IT! And Moto-Mower has the product, the margin and the merchandising support to make your work worthwhile.

1960 will be a year of decision for many suppliers . . . and for many dealers. Moto-Mower, Inc. has the finances, the manufacturing facilities, the engineering know-how . . . plus the GUTS . . . to stay in this business.

Mr. Dealer, our 1960 program is hardhitting. Our product line is competitively priced. If you are as serious as we are about staying in and growing with this fine industry, we suggest you see for yourself the 1960 Moto-Mower program. It is loaded with profit opportunity.



6 PERFORMANCE-PROVEN ROTARY MOWERS — Transmission-propelled and standard types with brilliant extra value features, priced from $54.95 up (retail). Each one is Moto-Mower quality-engineered every inch.



2 DISTINCTIVE RIDING ROTARIES—Deluxe and Super 24" models that are the class of the field. Deluxe Roto-Ride features Moto-Mower's famous Roller Traction Drive and new Console Control Panel.



3 OUTSTANDING REEL MOWERS — Micro-precision 22" Trimmer Reel designed to cut all types of grasses with professional results. Also available are fine quality 20" and 18" Super Reels, starting at $99.95 list.

NEW from MOTO-MOWER

SNOW-THROWER with reversible ejection chute. Eliminates strenuous shoveling, handles heavy, packed snow with ease.

DELUXE ROTARY TILLER—a tremendous product, loaded with features. Rugged, sturdy. Workhorse of all tillers. Also available in Super model. Every garden plot owner a prospect.

EDGER-TRIMMER—precision built to give a clean, close trim to lawn edges and borders. Many convenience and safety features.

at a PROFIT!

PLUS—

Nationwide Service Program to back you up after the sale. The Sales Tools you need . . . indoor and outdoor displays, sales literature, merchandising helps. National Advertising specially planned to reach and presell 8 out of 10 of your prospects.

MOTO-MOWER®

MOTO-MOWER, Inc.
RICHMOND, INDIANA
SUBSIDIARY OF DURA CORPORATION
(Formerly Detroit Harvester Company)

INDUSTRY NEWS

(Continued from page 24)

erating division of The American Hardware Corp.

E. J. Parker, president of American Hardware stated that Douglas W. Franck, president of Safe, who has been the sole owner of the 110-year-old company, will continue to manage the operations of the new division maintaining the present sales and manufacturing organizations in Lancaster.

Safe products are marketed under the nationally known trade names of Safe, Fraim, and Champion.

◆

Tait Manufacturing Co. Elevates Two in Sales

TWO PROMOTIONS among sales personnel of the Tait Manufacturing Co., Dayton, Ohio, are announced by Frank G. Hickey, Jr., vice-president and general sales manager.

J. Brand Laseter, formerly sales manager of the Rapidayton and Commander divisions, has become national sales manager with his duties expanded to include Taitco, the industrial sales division of the company. Laseter's new position will place him in direct charge of all field sales activities in the United States and Canada.

Laseter, who joined Tait in October 1953 as sales representative in Florida, recently has been on a special sales assignment in the South.

George Griffin, formerly a member of the sales promotion staff, has been moved up to advertising and sales promotion manager, reporting directly to Hickey.

◆

Huey & Philp Presents Handbook to Dealers

TO PRESENT to its dealers the Liberty Distributors' version of the Turnover Handbook, Huey & Philp Co., wholesale organization in Dallas, recently held five small dealer meetings over a period of 30 days.

Of the 38 dealers that attended, there were 35 who accepted the use of the handbook to help them with their turnover problems. Two of the 35 retailers had two stores each, which made a total of 37 stores to participate. The company states that additional stores have subscribed to the program since the meetings.



In the accompanying photograph, a group of dealers, their wives and salesmen, as well as personnel of Huey & Philp and The Stanley Works, who helped in the explanation of the handbook, attend the final meeting at the Sheraton Dallas Hotel.

CONVENTION DATES

Alabama, convention and exhibit, Feb. 21-23, Municipal Auditorium, Birmingham. Secretary, A. B. Hill, 2201 Highland Ave., Suite 205, Birmingham 5.

Arkansas, convention and exhibit, Feb. 14-15, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 1014½ Main St., Little Rock.

Carolinas, convention and exhibit, Feb. 23-25, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

Florida-Georgia, convention and exhibit, Mar. 13-15, George Washington Hotel, Jacksonville, Fla. R. L. Ricker, managing director, 1558 San Marco Blvd., Jacksonville.

Missouri, convention and exhibit, Jan. 26-28, Chase Hotel, St. Louis. Executive Secretary, Art Raymond, 2311 Hampton Ave., St. Louis 10.

Oklahoma, convention and exhibit, Feb. 7-9, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

Tennessee, convention and exhibit, Feb. 6-8, Andrew Jackson Hotel, Nashville. Secretary, Rufus J. Parish, P. O. Box 784, Nashville.

Kentucky, convention and exhibit, Feb. 14-16, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

Louisiana, convention and exhibit, Jan. 31-Feb. 2, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

Mississippi, convention and exhibit, Jan. 31- Feb. 2, Capitol House Hotel, Baton Rouge. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

Texas, convention and exhibit, Jan. 17-19, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

Tri-State, convention and exhibit, Feb. 14-16, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

Virginia, convention and exhibit, Feb. 7-9, Hotel Cavalier, Virginia Beach. Secretary, George T. Omohundro, Jr., Scottsville.

West Virginia, convention and exhibit, Feb. 21-23, Hotel Chancellor, Parkersburg. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.

FULL

40%

PROFIT

This new TAPER DESIGN Wall Display can DOUBLE your hand tool volume!

YOU GET A FAT $20 PROFIT for every foot of wall space with this new Barcalo Taper Design wrench display. All the wrenches are attractively displayed with easy-to-read prices, and inventory control is indicated on each size wrench. Best of all, Barcalo's revolutionary new Taper Design wrenches sell on sight, return you 40% profit.





WITH THIS DEMONSTRATOR, your customers can prove to themselves how the perfectly straight shaft and the exclusive tapered end of Barcalo's new Taper Design wrench provides greater strength, leverage, versatility, safety and performance. For sales tools and stock, call your wholesaler or write Jim Brockway, Sales Manager, Barcalo Manufacturing Company, Buffalo 4, New York.

TAPER DESIGN



wrenches by Barcalo

FOR 47 YEARS MAKERS OF FINE QUALITY DROP-FORGED WRENCHES AND PLIERS


More features, more value, more fun...
SPRINGFIELD riding bicycles!

PICTURE OF A MAN SPENDING $339.95

When the biggest advertising program in Springfield history hits national publications this Spring, retailers can expect real action. In thousands of homes, buying decisions will be made then and there, right in the family armchair . . . and when these pre-sold prospects enter a store, volume jumps.

Actually, Springfield mowers and tillers will be advertised in thirteen big circulation consumer publications . . . *and every ad will be in color with most in 4 colors.* Two out of every three prospects in your own immediate area will be exposed to the exciting facts about Springfield's self-selling quality features.

We invite you to join the Springfield sales team. Our program has never been stronger. Our engineers have created mower and tiller features with unusual sales power . . . our pricing gives you definite advantages in the quality market . . . with our dramatic new point-of-sale package, you can put on your own *Power Equipment Value-rama* on sidewalk or sales floor . . . and we will be out talking Springfield quality to 118,000,000 magazine readers.

When your Springfield wholesaler stops by, give him a chance to tell his story. It's potent! It's complete! It's great! You, too, can make Springfield *the profit line for '60.*

Springfield 25" deluxe riding mower. America's top seller with full gear transmission.



Springfield 22" walker . . . featuring Quick-Change height adjustment.



Springfield balanced action rotary tiller . . . with optional reverse.



Springfield
POWERED LAWN AND GARDEN EQUIPMENT

QUICK MANUFACTURING, INC., SPRINGFIELD, OHIO
"THE HOUSE OF POWER"

7 GREAT SPRINGFIELD MODELS... *The Profit Line for '60*

sell this fence with CONFIDENCE

DIXISTEEL

TRADE MARK

MADE IN DIXIE



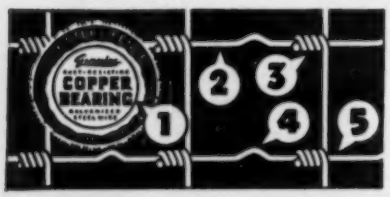
Your customers never take a chance on quality when you sell them DIXISTEEL Fence. And you never take a chance on selling an unknown product, because generations of Dixie farmers have trusted this Southern-made product.

The quality of DIXISTEEL Fence is controlled every step of the way—from the molten copper-bearing steel to the finished rolls ready for shipment.

DIXISTEEL Fence is nationally advertised to help you sell more fence. And the colorful metal sign on each roll continues to help you sell after the fence is up.

Stock, display and sell the fence that's made right here in Dixie—well-made, well-known, well-liked DIXISTEEL Fence—backed by one of the South's oldest steel producers.

SELL THE FENCE THAT HAS ALL FIVE FEATURES!



1. Rust-resistant copper-bearing steel
2. Full-size wires, uniformly spaced
3. Four-wrap, non-slip hinge joints
4. Tension curves to allow for expansion
5. Crack-proof hot-dip zinc galvanizing

Atlantic Steel Company

ATLANTA, GEORGIA



Sporting goods are a dependable best seller in the Christmas toy department at Best Hardware & Appliance Co. The youth here selects baseball equipment.

Southern HARDWARE

NOVEMBER, 1959

By Richard Lane

Dealers' Toy Club

SANTA'S filling his orders early this year. Dealers ready with a broad selection of stock and promotion campaigns under way can expect one of the best—if not the very best—toy seasons in history.

Toys have become big business for a number of Memphis hardware dealers. They are agreed that this year will be better than last year and they are ready to take full advantage of the opportunity.

So toy-minded are some of the more progressive dealers that early this year they organized the Mid-South Toy Club. Monthly meetings with distributors and manufacturers' representatives and agents have laid the groundwork for Christmas promotions that are expected to pay off in substantial increases in toy sales.

A large Memphis hardware-toy wholesaler provided much of the impetus for organizing the club. President is Hugh Sanders of Sanders Toy Shop. The club began with a membership of nine or ten distributors, eight or nine

. . . a group organized to benefit mutually from a shared understanding of market conditions and trends, an exchange of promotional ideas and sales experiences — and a concentrated drive for profits.







manufacturers' agents and representatives, and about a dozen retailers. Membership since has expanded into the Mid-South area outside of Memphis and the membership has nearly doubled.

The Mid-South Toy Club meetings, with guest speakers from the industry, have enabled the retailers to better understand market conditions, to obtain new promotional ideas, to learn about new merchandise trends and to exchange valuable sales experiences.

The Memphis dealers who are members of the club are going into this toy season better prepared than ever before. They expect to get their share—and possibly more—of the Christmas business.

Their season is already under way. They aren't waiting.

One of Memphis' largest and best known hardware dealers, Best Hardware & Appliance Co., opened its toy layaway season this year on October 15. If that seems too early for you, let Warner E.

Using peg board to facilitate display, Best Hardware gives ample space to gun and holster sets and to dolls, top and center photos. Both constitute main lines.





Promotions are begun early, with layaway available, to clinch the bigger sales.

Waide, vice-president and general manager of the store, explain:

"We had planned to have our toy department ready for layaways last year by mid-October but were unable to get our stock set up by that date. Consequently, we lost some layaway sales. We were determined this year not to miss that early business again. We look at it this way: People are always going to buy toys at Christmas. If you aren't ready to help them when they are ready to buy, someone else will be.

"We stock toys the year 'round, maintaining an inventory of $5,000 to $6,000 most of the time. Then we add about $10,000 worth just for the Christmas season for a total of around $15,000.

"Last year we enjoyed a fairly good season. Sales were equal to the previous year's—which had shown a 12 to 13 percent gain. This year, by starting early we feel certain we can boost our sales volume. It's funny, but two years ago we thought mid-November was early enough to start heavy promotions of toys. Then last year we advanced the date to November 1. Now we have shoved it up another two weeks, and we don't think that's a bit too early.



Musical instruments and batons are featured in Best's toy department.

"We have been active in toys for a number of years, and we have learned some things that come only through experience. One important thing is: Start your promotions ahead of the department stores.

"Another important thing we have learned that can be helpful to other dealers just entering the toy field is that people are more interested in complete toy selections now than ever before. It's absolutely necessary for you to have a broad selection if you want to get the complete purchase rather than the spot purchase.

"We offer a broad selection of general stock, buy carefully and try to exercise close control over inventory. We have the advantage of fast delivery from large Memphis distributors and that enables us to control our inventory—to



Year-'round toy promotion at Allen & Son Hardware & Appliances helps Christmas sales. Photos at left including bottom of opposite page show customers being greeted amid festive Christmas displays.



DeSoto Hardware Co. combines gift items with household suggestions for an effective Christmas window display. The fireplace fixtures — gift items themselves — enhance the spirit of Christmas.

stock up quickly on items that sell fast, to slow down on items that move slowly.

"This year, we are again putting strong emphasis on dolls, guns, sporting goods and hobby items.

"Last year, dolls sold well although there seemed to be less interest in the more expensive dolls. Interest centered on the 12-inch dolls, the type that sells for around $2.98 was most popular. Once again, it was proved in our store that you have to have a good stock of doll accessories in order to hold up the sales volume.

"Guns continue very popular — thanks to the TV shows. Our most popular numbers last season were the Colt .45 and the Winchester rifle. The volume was one of our best. We attribute much of this to the strong national advertising campaigns by manufacturers in the pre-holiday period.

"And, of course, model planes and accessories continue to sell well, as do basketballs and footballs at Christmas.

"Last year, our play school line held up very well also and we are counting heavily on this line again this year."

Best Hardware & Appliance Co. stocks toys of a good grade, yet

(Continued on page 72)



Customers find attractive toy stocks, neatly arranged, at General Hardware & Supply Co. Games and model planes displayed on the island counter shown at left attract much attention.

Christmas Promotions

Christmas Window "Traffic-Stoppers"

. . . and other effective ideas and promotions which each dealer may adapt to his own particular trade area.

1. *PAINTED WINDOWS—A complete window is painted with white show card paint. Red poster paint adds special messages and Christmas decorations. Small section of window is left unpainted and a sign placed inside window to cover this spot. This sign is changed daily to indicate number of shopping days 'til Christmas.*

2. *DOOR SIGN—Instead of the standard expression "Do not open before Christmas," a sign reading "Open before Christmas" may be painted on the front door. The twisted cliche is sure to be noticed by passersby who accept it as a special invitation to come in.*

3. *PEEP HOLES—Window displays that are completely painted over will stand out in the public's eye. Then, the addition of a peep hole so people can see inside provides an excellent shopper stopper. Peep holes may be encircled with wreaths, or they may be at different levels and marked "His", "Her's", and "Small Fry."*

4. *CHRISTMAS SCENES—This window display remains unchanged throughout Christmas season. The outside of window is decorated with some choice scene. The Nativity is always attention-getting. Other suggestions are a home scene, such as a family gathered around the tree; or Santa in a comical situation.*

5. *SMALL WINDOW PANES—A festive holiday appearance can be added to the store by dividing the regular show window space into small panes of glass. This division is made by running strips of masking tape up and down the window. After Christmas, all that is required is to rip off the tape and the window is back in regular business.*

Stressing Quality Toys Only Doubles Toy Sales Volume for Virginia Dealer

STRESSING quality toys only, Fred C. Stall, manager of Jefferson Village Hardware in Falls Church, Virginia, saw his '58 toy sales volume of $8,000 double that of '57.

"A flimsy breakable toy may get by in a variety or chain store, but your neighborhood customers expect quality, responsibility, and better understanding of their hardware dealer. They expect him to back up his toy sales and he must be prepared to do so," he confided.

Jefferson Village Hardware buys only quality toys in all price categories, for age groups from the toddler to the teen, shying away from the dangerous and flimsy toy. At Christmas time wheel goods run as high as $75 for a bicycle.

"A select toy stock of interesting variety is important even though many dealers believe that the public is price-conscious only. I think it's a mistake for a dealer to tell himself only price sells," Stall stated. "If he takes the time to explain, points out quality features, he can overcome the competition he thinks he is getting from the variety, chain, and discount house."

Jefferson Village Hardware allots 2500 square feet to toys during the holiday season, reducing the department to 600 square feet the year around.

A space of approximately 300 square feet in the rear of the store is set aside for layaway items. Layaways account for about 25 percent of Christmas toy sales volume. This plan is called to a customer's attention starting in October when toys are out in full display and customers start browsing. A 10 percent down payment is suggested but not required of regular customers who for the most part may pay in accordance with their budgets and own discretion. Only when a customer is not known is some plan worked out with him.

"We encourage layaways since it eases the burden of paying over a long period, offers the customer



Fred C. Stall, manager of Jefferson Village Hardware, believes that children must be allowed to handle and examine displayed toys if dealer expects to sell them.





Jefferson's electric train display — always a source of interest.

a better selection, and relieves last minute wear and tear," Stall said.

Three thousand toy catalogs were mailed out at a total cost of about $250. The response to the catalog is "wonderful," according to Stall, bringing in customers who indicate specific items. They may do their complete Christmas toy buying from the catalog, paying cash. Catalogs are placed also on the counter throughout the season.

"I think there's a definite time for mailing the catalog to gain best results. If it is sent too early, like September, it goes into the trash basket. People don't start seriously thinking of Christmas until October, and by December 1 they really get going," Stall explained. "So we mail ours between November 15 and December 1."

That brought Stall to another important point in a dealer's Christmas toy buying as he defined the type of wholesaler most helpful and cooperative to the dealer.

"I buy as much as I can from one wholesaler. It is immaterial whether he is local or out of town but he must be big enough to afford and supply some promotion. Buying a good selection of toys from him, not 'cats and dogs,' a dealer should be entitled to some benefits, and my supplier puts out a flyer of a few specials of excellent value.

"Tying in specials like a $5 bowling set and shuffle board, army set, etc., that sell for $3, my wholesaler indicates he is willing to attract customers for his dealer through giving up a little of his own profit just as I am willing to give up a little of mine," Stall explained.

A reputable established dealer can work out his own terms with a supplier to ease the load of paying.

The toy department has three salesmen during the holiday season, an extra part-timer evenings, and a part-timer weekends, with store hours during December from 9:00 a.m. - 9:30 p.m. daily except Sunday when hours are from 10 a.m. - 2:00 p.m.

"We have one adult in the toy department at all times. We prefer a person with patience, yet with authority, who is respected, not necessarily a woman. In toys it is important to let children look, handle, feel, operate, and discover toys, yet there must be supervision to keep damage and pilferage at a minimum," he added. "You have to display in order



Manager Fred Stall, right, prepares to put bicycle on layaway for customer.

6. *OPENED PACKAGES—To make your store stand out and to have an easy window to trim, try this. Build a Christmas scene that illustrates the utter confusion that exists in a living room after all Christmas gifts have been opened: crumpled wrapping paper, ribbons scattered all over the room, and merchandise stacked up in piles indicating the age and sex of the person receiving it.*

to sell, but at the same time you have to protect your merchandise, and it can be done with someone firm yet courteous."

Stall believes it very important for a dealer or manager to be present throughout the day during the holiday season when entire families drop by. He should be available to his neighborhood customers who feel more free to talk to him than to a salesman.

"It not only builds up future sales from a family but customers are aware that a dealer can be a little more flexible in store policy. For example, if a family buys three bicycles, I feel it reasonable to make them a small allowance, give them a bit off. You are giving them a little help by doing it if they are spending about $100 on toys in your store. They will remember you for it and come again next year," he continued.

This store attributes only a mere five percent of toy sales volume to charge accounts. The store handles its own 30-day accounts, but turns over to a local charge service its 60 and 90 day accounts, collecting promptly on a seven percent fee. An expensive bicycle or several bicycles may be financed over a year's period and in that case, the store itself handles the account.

Leftover toys after the holiday are absorbed by the year-'round toy department. None is placed on special sale.

Dealer Proclaims Store as "Toyland" in His Bid for Christmas Trade

HAVING JUST purchased the store several weeks prior to the Christmas season, Owner-Manager Artie Hill, Jr. cashed in on Christmas sales by proclaiming the Five Points East Hardware in Irondale, Alabama, as TOYLAND on the store window and in its community newspaper advertising. The store is located in the middle of a growing Birmingham suburban shopping center.

During the Christmas season in December, the store was open until 9:00 p.m. Monday through Friday to make it easy for working parents to select toys and other gifts.

The window and front of the store were packed with games, wheel goods, sporting goods, a showcase of fancy dolls, and other toys.

Christmas wreaths, tree lights, and other decorations moved profitably from an adjoining floor island. These items were listed along with toy choices in the community newspaper ad by this dealer.







Both exterior of store, left, and interior, below, are set for the pre-inventory sale held a week before Christmas to accelerate sales of toys and gifts.

Pre-Inventory Sale Profitably Clears Christmas Toys, Gifts

DOING BUSINESS in a state where fair-trade prices are outlawed and most hardware store items are competitively priced, the Averette Hardware and Paint Co. in Baton Rouge, Louisiana, aggressively meets and beats a profitable share of this competition with a Pre-Inventory Sale, held a week before Christmas.

For three Christmas seasons now, Owner C. F. Averette stated, his store has found this a practical way to build a larger net profit while at the same time reducing inventories of overbought items.

The week before Christmas Eve, Averette runs a display ad in the two Baton Rouge daily papers. The 1958 ad in 60 column inches proclaimed the Pre-Inventory Sale with "20% to 25% discount on everything in our store." It listed 27 different kinds of new and more overstocked toys.

The ad also offered brand-name stainless steel housewares and heat-proof oven ware at 20% discount. A variety of gas heaters, tools, and housewares were listed at regular and "now" prices.

"Unless we use such modern sales tactics," Averette explained, "we just can't move enough merchandise at list prices—in the face of stiff competition from the chain and department stores—to attain the volume of profitable sales we need." He pointed out that discounts of 25% to 50% are common with these stores.

During the past Christmas season, the Averette store bought over $5,000 worth of toys. Over-



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7. *CHRISTMAS MOBILE—Many modern displays make use of the mobile idea. This can be adopted in creating a Christmasy atmosphere by using regular tree ornaments as part of the mobile. For instance, large styrofoam balls are hung from the ceiling; long pencils or dowels are inserted into the balls and vari-colored tree ornaments or small gifts are attached.*

all, even with some sale discounts, a 33% margin of profit was realized. More popular 1958 Christmas sellers were dolls, sidewalk (trainer) bikes, roller skates, and air rifles. Averette credited national television advertising for the large volume of rifle sales.

To meet the customer parking problem, Averette has worked out an arrangement with a nearby department store.



Taking advantage of the savings offered on items during the sale — note ad below — parents working for Santa flock around the table and wall displays of games, guns, and other toys.



AVERETTE HARDWARE STORE-WIDE

20% to 25% DISCOUNT ON EVERYTHING IN OUR STORE

PRE-INVENTORY Sale

FREE PARKING on Goudchaux's Parking Lot

OPEN EVERY MONDAY AND THURSDAY NIGHTS UNTIL CHRISTMAS

TOYS

HOUSEWARES AND PRACTICAL GIFTS

Complete line of REVERE Ware stainless steel at a big 20% Discount. Also a complete line of PYREX Ware to choose from . . . at 20% off regular price.

AVERETTE HARDWARE

1600 MAIN ST. FREE DELIVERY PH. IN 3-8484

Pushing 'Em as Gifts Sparks Power Tools Sales

CHRISTMAS power tools at Belle View Hardware in Alexandria, Virginia, quadrupled in sales volume in '58 over '57. The reason?—The sales staff pushed them as attractive and useful Christmas gifts.

Ray Cohen, secretary, pointed out the major factors contributing to this success with the power tool gift idea. A wide selection of tools is displayed in mass early in the fall. Promotion is begun by newspaper and direct mail, and layaway is encouraged in early October.

"We buy our Christmas power tools in August in order to have a good selection and to have them on display for the fall trade. In





A sales staff with know-how talks up power tools whenever customer shows interest. Displayed in mass early in fall.

1958 we increased our stock four times over the previous year, increased our cooperative promotion with our supplier, and put out the largest display we had ever carried," Cohen revealed. "We talk up power tools whenever a customer indicates he is working on some house repair or construction. We point out the savings and efficiency, explain the function and operation. It's interesting that in placing the better tool right next to the budget priced tool, we sell more quality tools at higher prices than any other."

Salesmen are trained after store hours in the application, handling, and operation of power tools. They learn all components of each power tool, and have an opportunity of operating each at the store's workbench in the rear.

Display Is Selling His Mowers and Appliances

POWER MOWERS are shown alongside tricycles, bicycles, and wagons at the front of the Ross Hardware store in Maryville, Tennessee, at Christmas time.

The power mowers catch the eyes of Christmas shoppers, and the idea dawns of giving a mower as a Christmas gift.

Display is important to selling mowers or any item for Christmas, James Hicks, manager, has found. And for this reason he shows a line of wheel goods, including the mowers, on a walkway just in front of the store's all glass front. The walkway is between the large parking space and the store, so that anything shown there is sure to be seen.

The outside display is protected from rain and sun by the extended roof over the walkway. And



Power mowers and wheel goods displayed outside Ross Hardware.

8. *REVOLVING STAND—A small Christmas tree on a revolving stand puts action into a Christmas store window. The dealer might also use the revolving stand to spotlight various Christmas gifts being featured in his store. Or Santa might be mounted on the stand, wishing everyone a "Merry Christmas" as he turns completely around in the window.*

canopy lights are across the front.

"Many people buy mowers on the layaway plan, and we encourage them to make a down payment for something like this," Hicks said.

"For a down payment, we try to get as much as 10 percent. It all depends on how much the item runs in cost. Back in June and July we give the customer until Christmas.

"On any appliance over $10, we give the salesman 50 cents, in cash or in merchandise, as a bonus. Many times too we will say that we will give a silver dollar tonight to the salesman with the highest single sale that day, as another bonus. Then if a customer hesitates and says he is going to buy in the near future, that encourages the salesman to push the sale for that day."

Displays are kept lighted day and night. Possible gifts such as irons, toasters, percolators, skillets, and such items in housewares, are kept in a display near the front of the store so they may be seen from the street. During the Christmas shopping season, red, green, and yellow bulbs are put over the display of small appliances.

Toys are shown the year around, but more of them are on shelves for the Christmas season.



Separate Toy Department Wins Steady Sales Gain

WITH ITS 2,100 square foot basement toy department devoted to displaying a vast assortment of toys—every one of them a good value in the lower price range—Graham Hardware in Falls Church, Virginia, wins a steady gain of at least 15 percent each holiday season.

"Customers tell us that they like shopping in our department because, away from the hubbub of other holiday activity, they can concentrate better on the selection of toys, books, and games," Mrs. Marie Weber, co-owner and manager of the toy department, stated.

Putting in a Christmas toy stock of approximately $10,000, cost, which is double the year-'round inventory, Graham Hardware insists that a large assortment is the key to big volume.

"You cannot sell it unless you have it. And the way to have the toy a customer wants is to stock it, display it, let children and parents handle it, and examine it. Even if we buy only two or three of an item, we consider it important to include them in our stock."

Generally Graham Hardware sends out about 2,000 toy catalogs but in 1958 they were distributed from the counter. Four advertisements on their Christmas Toyland appeared in the suburban newspaper during November and early December. A window was decorated lavishly with snow, toys, and signs.

A very flexible layaway program—flexible in accordance with







Customers enjoy browsing in basement department—away from holiday rush.



Young prospect selects bike from sidewalk display.

Suburban Store Adds to Profits with Planned Christmas Promotions



THE SMALL suburban hardware store can add several thousand dollars a year to volume with Christmas promotions, Chester Stillwell, owner of Lakehill Hardware, North Little Rock, Arkansas, believes.

Owner Stillwell has had years of experience to back this conviction. As traveling salesman for a well known hardware wholesaler, he has been assisting dealers throughout the area with their sales and promotions. And from them he has gleaned the best ideas

a customer's means—holds selected toys until Christmas Eve. Begun early in the season, by mid-September layaways start piling up in the storage rooms at the rear of the store. Toys are largely cash sales in this store, and charge accounts do not figure in their large toy volume.

Mrs. Weber does all toy buying in July from two local suppliers who furnish the store with year-'round service.

"We try to hold down our labor costs with as few sales personnel as possible," Mrs. Weber added.

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9. *CHRISTMAS CONTEST — Everyone loves a contest. With the crowds on the street at Christmas time, there is a good opportunity to build up interest in some type of contest. A simple idea would be to have people guess how many lengths of tinsel are used to trim your Christmas tree. This simple window and the contest will make strolling shoppers stop—and shop.*



Mrs. May Dewease, left, tells her customer that the doll can go in layaway.

that make money for the small hardware store.

Start Christmas layaways early, he advises. Customers will buy the more expensive items several months in advance of Christmas if their dealer gives them the buying urge. Stillwell starts showing Christmas gift items and toys in October. The sidewalk display space in front of the store is filled each day with larger items that make desirable Christmas gifts. Wheel goods especially attract attention in this shopping center that serves people with good incomes. Bicycles, tricycles, scooters, wheelbarrows, doll buggies, etc., tempt shoppers who are buying groceries and drugs from other stores.

Young people selecting bicycles that will go into layaway like to have some space for an action demonstration, Stillwell contends. The hardware dealer located in a shopping center has an ideal location for bicycles and tricycles, because of the space available for a short tryout.

Plain price tags on wheel goods that the customer can handle also help to influence immediate selection. The more expensive models sell early. As Christmas approaches, customers who have not yet placed the item in layaway often are inclined to be interested in budget-priced wheel goods.

Although Stillwell has adequate selections of toy and gift items throughout the Christmas buying season, he prefers to do his buying conservatively, in late fall, and then reorder several times during the season. Limited storage space governs this policy to some extent. Stillwell also lets the trend of customer preference influence his reordering.

Dolls are among some of the items that are reordered several times. Few dealers can judge precisely which dolls will win first place in layaway selections. Stillwell stocks a few of the newer dolls that are well advertised. When they start going into layaway, he reorders.

Stillwell has clearcut ideas regarding Christmas decorations. While even the smallest store needs some Christmas sparkle and color, decorations should never be used so elaborately that they outshine merchandise. His 1958 Christmas decorations consisted of a Christmas tree behind the display window, the branches frosted, and a very few conventional ornaments hanging sparsely from top to bottom. The little tree gave the window the atmosphere of Christmas and called attention to the gift items displayed around it.

Decorations in the store consisted of a simple Christmas festoon atop wall shelves and a glittering Merry Christmas sign near the back.

The store was rearranged for Christmas display to emphasize one large tiered display of toys. These were dolls, children's sporting goods, games, and pull toys for small children.



Competition Spurs This Dealer on to Bigger and Better Sales

"THE HARDWARE dealer who has been frightened away from merchandising toys at Christmas because of chain store and other competition is playing right into their hands," according to W. G. Strosnider, owner of Strosnider's Hardware in Bethesda, Maryland. "He ought to get into the fight and win for himself the profits that can be derived from the successful merchandising of toys. Toys can still be profitable not only at Christmas but the year-'round with proper planning."

This dealer advises building Christmas toy sales the year-'round through quality toys, wide selection, and service.

Located in a suburban area, with families of above-average income, Strosnider's carries only quality toys in a very wide variety. All stock is on open display and a large window facing the street is filled with toys.

At a cost of about $800, some 10,000 toy catalogs are mailed out the first week of December.

"People do not shop for toys until after Thanksgiving. That is why we send our catalog out the first week of December. If sent out earlier, they would be ignored and lost," Strosnider explained. "Mailed in December, catalog items are fresh in the recipients' minds when they begin their toy shopping."

The large Christmas toy stock is set out in mid-November, displayed in 1,500 square feet of floor space. Toy signs around the store and window announce layaways which are encouraged from the first of November. Layaways comprise only about five percent of the store's Christmas toy volume.

"Before the holiday toy season opens, we go through a training period for personnel. We handle and operate and assemble the complicated toys," Strosnider commented.



W. G. Strosnider pauses to chat with youngster, shows him stuffed toy. Attractive window holds the attention of young lady below.



10. *FOREIGN CHRISTMAS — An educational Christmas window that will attract plenty of attention is one that depicts Christmas in other countries. At first glance, this type of window display might seem to be too complicated and too expensive. However, a little research will give plenty of ideas for the displays: such as, in Mexico, it's a pinata; in Holland, wooden shoes, etc.*

Dealer Offers Ideas on Profitable Merchandising Practices, Services



Purchases made in department below and stored are delivered, wrapped and assembled, on December 24.

SOUND MERCHANDISING practices and services have expanded toys fivefold at Belle View Hardware in Alexandria, Virginia, since its first Christmas toy season in '54. Ray Cohen, secretary, with his brother Al Cohen, president, pass along their ideas which have accounted for the toy department's rapid and steady expansion.

First, toys are isolated from other departments in the store by having 2,200 square feet in the basement. Here customers can browse and concentrate on toys with no interruption from surrounding customers who want nails or housewares, Cohen states.

Secondly, and of greatest importance, is the wide variety of toys that can be mass displayed.

"We stress layaways early in the season, and we have ample warehouse storage space. These layaways account for about 30 percent of our total toy volume at Christmas."

About 10 percent of the total toy sales volume at Christmas last year was bought on credit but Belle View Hardware, as members of a local credit bureau, had no trouble with collections.

This dealer buys his Christmas toy stock in June, has it shipped in July and by August 1 all toys are out on tables and shelves in full display.

"Specials are very important traffic builders and store promoters. We pick one or two items in each category by children's age and sex, with about 15 specials in all, like a good doll, truck, gun, football outfit, games, etc.—make them a good value at a special price, sometimes with the help of the supplier, and promote them by newspaper and direct mail catalog," Cohen explained.

Another good merchandising service for the holidays is the free assembling, wrapping in Christmas paper and ribbon, and delivery of toys on December 24 to spare the customer effort, wear, and tear.

"We have a big truck, put all the beautifully wrapped toys on it, and deliver them free on December 24. This is a service customers greatly appreciate," Cohen reported.





Offering Specific Gift Ideas Rings Up Sales for This Arkansas Dealer

CHRISTMAS shopping for the entire family is the planned promotion for the three Massey Hardware stores, located at Morrillton, Conway, and Clarksville, Arkansas. Bidding for Christmas volume in this Ozark Mountain area, where his three stores are located in good small towns, Owner Tom Massey offers specific ideas for Christmas shopping for every member of the family.

One of the two windows at the Morrillton store is devoted to Gifts for Him, the other to Gifts for Her. The shopper without ideas who pauses at Her window sees table silver, clocks, weather instruments, mixing bowls, hair dryers, electric blankets, heating pads, record players, and other small items, arranged to permit a glance through the backless window into the recently modernized store.

The Him window is filled with sporting goods and Boy Scout items, selected to cover a price range from an outboard motor to a Boy Scout knife. Back of this window is one of the most profitable Christmas displays—men's outdoor sports clothing.

In this store, Massey takes full advantage of his attractive new fixtures, built by store personnel when a fire destroyed the old fixtures. The pine plywood stepped-back stands, finished in clear varnish, are ideal for showing Christmas gift items that produce shopping ideas.

Starting his Christmas displays in October, Owner Massey increases the Christmas atmosphere until Thanksgiving, when the three stores are turned into Christmas shopping centers. Christmas decorations are used sparsely until after Thanksgiving. The Christmas gift windows are intact, with Merry Christmas signs about and a little tinsel. The interior is arranged, to coordinate with the windows. But Christmas wreaths, tinsel, and decorated trees are not used until the last week in November.

Massey encourages the family-gift idea—the buying of a luxury gift for the entire family. This may be a set of fine china or silver, an outboard motor, or a practical gift, such as a space heater. Gas and electrical heaters are often sold for family gifts because they are given special promotion at the Christmas season. Families who need a new heater often fail to buy one when the normal heating season opens in September. After Thanksgiving the need becomes more urgent, and a new heater assumes gift importance. The electrical heater, shown attractively, becomes a real gift.

The electrical hair dryer is another gift that responds to special promotion. Every woman wants one, Massey said. When a man comes in looking for a gift suggestion for his wife or daughter, the hair dryer is a welcomed idea.



A window displaying sporting goods, with a view into the sporting goods department behind it, gives ideas to passersby as to what to get "him" for Christmas.

AHMA President



John Gibson, III
McKinney Mfg. Co.

Atlantic City Convention

DESPITE the continuation of the steel strike and its threat to continued production of hardware products, there was no gloom in Atlantic City. Hardware wholesalers and manufacturers meeting there, October 4-7, for the annual joint convention of the National Wholesale Hardware Association and the American Hardware Manufacturers Association were an optimistic lot—and with good reason. Business is excellent and they expect it to get better.

In his president's address to the NWHA, John Stiles stressed the sound position of an industry which has survived all kinds of emergencies and which, today, is well-prepared to capitalize on the ex-

Officers of the National Wholesale Hardware Association



Front row, left to right: Judge F. Andersen, executive committee; John S. Stiles, past-president; H. L. Thompson, vice-president; Howard W. Price, president; James P. Townley, vice-president; Joe Orgill, executive committee; and Charles L. Hilgreth, advisory board. Back row: Thomas A. Fernley, Jr., managing director; Henry J. Allison, and W. A. Parker, advisory board; John Sheffield, W. E. Smith, N. F. Luekens, and R. C. Lenfesty, executive committee members, and Bruce Wall, secretary.

With the business outlook bright, wholesalers introduce new plans to solve some operational problems.

pected business boom in the next decade.

During the most recent recession, he said, "we learned from adversity. We put our houses in order and proved that we wholesalers can run a 'tight ship'." Pointing to the upward turn—however slight—in net profits in 1958, President Stiles said that "to me this indicates that our industry is lean and tough, and in excellent position to capture our share of the mushrooming market of the next 10 years. We must keep our house in order. More than ever before the period is going to require sound judgment, careful selection and a keen sense of values."

The upward trend in sales by hardware distributors was highlighted in the report given by NWHA Managing Director Thomas A. Fernley, Jr. For the year's first eight months, sales by reporting members of the NWHA averaged 12% ahead of 1959. NWHA executive committee members estimated a 13% gain in sales in 1959 over 1958.

The convention was perhaps the most significant one in recent years. For one thing this 1959 meeting saw the shifting of the convention site from the Marlborough-Blenheim Hotel to the Dennis and Shelburne Hotels.

But more important was the introduction of two plans of special interest to wholesalers. A Catalog Plan which had received the approval of the association was described by Richard F. Becker, chairman of the NWHA Catalog Committee.

Then under the moderation of Howard Price, chairman of the Committee on Cost of Distribution, panel members explained the background and mechanics of The Distribution Cost Accounting Manual which has resulted from a two-year study by this committee. (Both of these projects are covered in more detail on following pages.)

Wholesaler business sessions were held on Monday and Wednesday mornings at the Dennis with the AHMA business session being held Tuesday morning at the Shelburne. Lowell Mason and Dr. Wallace W. Wulfeck were the speakers.

The conference booth plan was again operated on Monday and Tuesday afternoons in Convention Hall.

The Address of President Stiles

This is our Sixty-Fifth Annual Convention. Since this Association began, a lot of changes have occurred in both the merchandise and the merchandising of hardware wholesalers. Many of the problems faced by the founding fathers have disappeared—some are still with us—and a plentiful supply of new ones has arisen.

During those sixty-five years the wholesale hardware distributor has survived the ups and downs—the panics, wars, national emergencies, the depressions—because he has performed an essential economic function in return for his share of the distribution dollar.

But all this is past history. Where do we go from here? We are on the threshold of the most dazzling decade the United States has ever known. We will see a spectacularly rising national output moving from this year's total of 475 billion dollars to 500 billion in 1960 and to a staggering 750 billion by 1970! Over 750 billion—an increase of more than 50% over today's output!

Our rapidly increasing population is the key factor in this anticipated upsurge in the economy.

But equally important—thanks to continued gains in the efficiency of our economy—this increased population will be better able than ever before to buy these goods and services they will need and want.



FORTUNE Magazine predicts that by 1970 the average family income will approach $7,500 after taxes—measured in 1959 dollars—about $1,500 more than at present. An average family income of almost $7,500 after taxes! What a market!

Our major objective must be to assure ourselves a substantial slice of this economic pie. Statistics show that the hardware wholesaler's average net profit was slightly higher for 1958 than for comparatively prosperous 1957. Don't misunderstand me—our net of 1.21% on sales was far from satisfactory, yet the fact that our profit figure took an upward turn from the year before is extremely encouraging. To me this indicates that our industry is lean, and

tough, and in excellent position to capture our share of the mushrooming market of the next 10 years.

This "bottoming out" did not happen by accident. We learned from adversity. We put our houses in order and proved that we wholesalers can run a "tight ship".

Yes, in my considered opinion, our future looks much brighter than it has at any time in the recent past. Indications are that our results for the current year—1959—will show further improvement. And we can continue to improve our position in the years ahead provided we grasp the opportunity which exists and take advantage of it.

We must continue to keep our house in order. The successful wholesaler of the future must constantly be seeking new lines. More than ever before, the period ahead is going to require sound judgment, careful selection, and a keen sense of values.

If we hardware wholesalers expect to retain a prominent place in the big picture ahead, we must continue to upgrade our sales organizations—continue to improve our training techniques—and continue to plan sales campaigns which will best utilize the capabilities of our sales representatives.

We've got to show our good faith to the manufacturer who has a sensible, clearly stated and carefully observed sales policy—who recognizes the wholesale hardware distributor as a vital link in the distribution process, provides him with an adequate profit margin, and protects him against unfair competitors. It's our responsibility to prove to manufacturers with sales policies which protect the full-function wholesaler that continuing this type of policy is definitely in their own interests.

If we are going to make sure of our place in the sun, we must deemphasize the lines of those suppliers who callously proclaim their readiness to recognize as wholesalers any and all comers who have the wherewithal to pay for their merchandise, regardless of the unfair competition which may thus be set up for their established wholesalers, or the disruptive effect it may have on the market.

Our industry is like a three-legged stool—the manufacturer, the wholesaler, and the retailer, each forming one of the legs. If any one of the legs is weakened, there is danger that the entire stool will collapse. The wise manufacturer, who designs his policies and promotional activities with strengthening of the full-function wholesaler as a dominant consideration, is working in his own best interest, as well as ours. Conversely, every time a manufacturer takes action which is detrimental to his wholesaler or retail customers, he invites serious trouble for himself.

I repeat—if we full-function hardware wholesalers expect to nail down a generous share of the predicted prosperity ahead of us, we must be aggressively alert to the present opportunity. We must be prepared to fight for our principles. But most important of all, we must have faith and confidence in the future of the manufacturer-wholesaler-retailer method of distribution. And we do!

Sales Communication

By Joseph Sloss, Jr.

Sloss & Brittain
San Francisco, Calif.



MY OWN personal definition of this subject would be: "Any method or device by which management is able to get its thoughts and programs into the working schedules of the sales force." Everything from the simplest sales letter to the most complex "trade fair," falls within the scope of "Sales Communication." Since this is much too broad a field to cover fully here, I propose to confine myself to only one facet of Sales Communication; namely, the Formal Sales Meeting.

My first recollection of a Sloss & Brittain sales meeting goes back over 25 years when the sales force was gathered in a sample room of our warehouse. The man in charge of our catalog went through the book page by page making sure that each salesman's catalog was, by this devious method, brought up to date. It is true that there would be an occasional discussion of merchandise as that particular section of the book was passed. These discussions were reasonably animated at the beginning of the session, but as time wore on and the level of paper on the floor rose toward desk height, the discussions had degenerated to spasmodic grunts.

We suspect that the program we are following today represents a real step forward from that which has just been described. When we recognized that we were spending approximately ten thousand dollars every time we hold a formal sales meeting, the necessity of analyzing what we were doing became apparent. First and foremost we were required to answer the question—Why a Sales Meeting? What do we hope to accomplish?

Stated in the simplest terms, the objectives of a Sales Meeting are to impart product knowledge and to instill enthusiasm.

These are the goals. Now what devices do we employ and what are some of the reasons behind why we do what we do?

It is our conviction that a successful sales meeting requires a vast amount of advance planning. Weeks beforehand, the dates must be selected which will least interfere with important selling time or will effectively inaugurate an important selling season. For these reasons, we characteristically hold general sales meetings between Christmas and New Year's and

about the third week in August.

The subjects to be discussed demand careful consideration and sifting. Such factors as new products or lines, or new programs in old lines influence our decision as to the selection of subjects. We are also swayed by the length of time since we have had a particular product on our programs. We deem it most important to offer variety.

The next decision to reach is who is to present the subject. We analyze the factory representatives carefully. We are influenced by the importance of the line to our company. If the man can't handle the job we don't let him try or at worst, severely limit his time and the scope of matter to be covered.

One of the most effective devices we employ is to break up our meeting into small groups.

If you can break up your meeting into groups of not more than twelve, you will be enjoyably surprised at how many more effective speakers you have in your organization.

As important a correlary advantage will be found in the interest and participation of virtually all members of the sales force. Put everyone around a table and speak as a part of the group. Then all present have access to the sample under discussion at the time that it is pertinent to the discussion.

Now we come to the subject of where to hold a sales meeting. We are strongly in favor of a first class hotel. Mathematically, only about 15% of the cost of a sales meeting can be directly attributed to where it is held. The rest is in time, planning, lost sales, etc. If this be true, and we firmly believe it to be, what can be saved by using a third rate hotel or even by having lunches sent in to your own warehouse? Certainly the whole 15% can't be saved and probably we are talking in terms of 5%.

So we go whole-hog, first-cabin because we are convinced that it means something to our personnel. They go back on the territory and are proud of the firm they are associated with.

Several years ago, we asked all salesmen to bring their wives to a particular segment of the sales meeting. While we are not looking for country club acceptability, the enthusiasm generated by the little woman can be the difference between a great salesman and an indifferent one.

The selecting of dates for a sales meeting is a difficult one particularly at times other than over the holidays. For our August meeting we have evolved the practice of scheduling Friday and Saturday sessions. Certain practices have been built up over the years in which you may be interested. Starting at nine o'clock on Friday morning we carefully schedule individual meetings with each nonlocal salesman for between 5 and 20 minutes depending upon what we suspect the situation requires. This meeting is for the purpose of discussing the personal problems of the individual with the sales manager and the president of our company.

After four such hours, the trials and tribulations of some sixteen, to twenty men can be laid out on the table and it is time for a respite before the formal meeting begins.

Our last meeting started at 2:30 o'clock on Friday afternoon with a half hour orientation and organization meeting for salesmen only. Since there were going to be some 70 people at the meeting, we handed out badges. The purpose of this gathering was to outline what we hoped to accomplish in the meeting to follow. We discussed, as well, any departures from past meetings and like the coach's pep talk before the big game, sent the gang out to do their best.

There followed three group sessions after which we had a half hour general session. It was at this latter session that all interested personnel were included. It is our "togetherness" group, if you will, during which management discusses business conditions and where we think we are going in the immediate as well as the long term future.

After this we had a first class dinner. If we had had a movie, or slides or a canned speech of any kind, we would have put it on right after dinner. It is a time for the more relaxing type of presentation rather than the specific requiring strict attention. As a matter of fact, we went directly back into three more group sessions adjourning for the night at 10:30 p.m. This hour, by the way, is about as late as we like to go.

Saturday morning we again had three group meetings followed by lunch which is a time for saying goodbyes and speeding the parting guests. So much for the meeting itself except to say that one of our first jobs Monday morning is to get out a rather complete resume covering all matters which were

AHMA 40-and-under Club Breakfasts at the Claridge



Following the breakfast meeting of the manufacturers' 40-and-Under Club, Tom Andrews, Southern Screw Co., was elected president. At rostrum is Charles Jones, Hager Hinge Co., the retiring president. At left is Gene Smith, president of Oklahoma Hardware Co., who was the featured speaker. Other officers of the club are Herb Callahan, Atlas Tack Co., vice-president; and Charlie Smith, Southern Hardware magazine, secretary-treasurer.

brought up the previous Friday and Saturday.

At least two weeks prior to the formal sessions, all subjects are selected and all group leaders are circularized with a bulletin describing the required preparation. Our last bulletin on this matter read, in part as follows:

"GROUP MEETINGS: Should start with a brief statement of why the subject has been selected, its importance, timeliness, etc. Also, there should be included a description of how much ground is to be covered, the major points we are trying to get across, introduction of factory man if any, and why we consider his presence necessary or desirable.

"Subject matters should be presented simply and concisely. Make sure that what is covered is understood and that there was a good reason for selecting this part of the problem in the first place.

"The last one third of each meeting should be reserved for discussion. The question period must be controlled carefully to assure questions which are applicable to more than one situation, customer, salesman. Where such personal questions are asked, the salesman must be requested to bring up the problem individually after the meeting.

"Basically, the leader of each group must be thoroughly prepared in advance and the scope of the meeting must be defined positively."

Gentlemen, it was with this type of instruction that we approached our last formal sales meeting some six weeks ago. I cannot stand here and tell you that it was an unqualified success. However, if I may presume to quote our salesmen who are well aware of which side of the bread contains the butter—it was a humdoozeler.

Promotion for Profit

By Clifford P. Palmquist

Farwell, Ozmun, Kirk & Co.
Saint Paul, Minn.



WHAT DO WE expect from a promotion? Is it the volume increase? Is it the making of a sufficient percentage of profit that concerns us most? Is it a means to bolster sales when they need bolstering, and something to forget when sales are good? Or do we look at promotions as a means of solving our inventory problems? Or are promotions something we engage in simply because we are forced into them through the activity of others? Or do we respect promotions?

A promotion built for any one of these reasons can be successful. But if expediency is the only motivating factor, in the long run results will only make one quarrelsome with them. They are a useful tool giving strength and virility in the building of a strong, sound merchandising program. It is vital that we as wholesalers, in conjunction with manufacturers, accept promotions as one of our important functions.

The question, therefore, is not, "Should we promote?" Rather it is, "How should we promote?" Promotions call for originality and unique ideas are sorely needed. But we must always be mindful that a promotion is a cooperative effort. It takes the combined teamwork of manufacturer, whole-

The X-Club Dines



Members of the X-Club meet for their annual luncheon. Charles L. Hildreth was elected the new Chief X.

saler, and retailer. We must be aware of each other's needs and problems.

As wholesalers we confuse manufacturers for lack of unified thinking. We are equally confused with the maze of what is being offered. Retailers become chary as they read into these promotions a means of merely building inventory.

Let us consider some things which we may suggest to manufacturers about promotions which are national in scope.

Far too often manufacturers fail to recognize the importance of timing. This involves a need of ample time for a distributor, not only to evaluate or to schedule, but to sell and redistribute. If manufacturers' promotions are to be included in a wholesaler's scheduled broadsides it is necessary that you give him lead time of as much as five months.

Manufacturers often fail to recognize that wholesalers need to tailor the manufacturer's promotion to fit the wholesaler's scheduled promotions.

The essence of a good factory promotion is simplicity. Good consumer advertising copy is always clean, concise, and to the point.

Now how about gimmicks? Essentially they are an attempt to maintain an established price, yet cutting the price through the offering of free goods and the like. Through such efforts one can only hope to temporarily fill pipe lines. If it does not have the ultimate consumer in mind it is not a real good promotion.

Very often attempts are made to build promotions around spiffs: trips to Bermuda, gifts of merchandise, or even cash. This is merely an attempt to buy time and attention at the expense of other merchandise. Such so-called promotions are rarely worthy of much consideration by the wholesalers.

Often in order to achieve a low selling price off-brand merchandise is promoted rather than regularly stocked items. This usually means that quality is being sacrificed. The greatest deterent here is the gamble of overstock for both the wholesaler and the retailer.

Undoubtedly there are other considerations which could be brought into our discussion, but just one more thought. Manufacturers, don't overlook the value of survey information. Considerable help can be given by wholesalers as to needs, and as to wants, and as to when.

Now how about the wholesaler and his local promotions which center around tabloids, catalogs, and monthly specials of one form or another. If we are to be effective in these there are certain negative notions which we sometimes harbor that need to be dispelled.

How often do we say that promotions merely detract from regular sales, when to the contrary it creates more sales. A promoted item stimulates all sales for the retailer, and particularly stimulates like merchandise for a wholesaler.

This brings us to the importance of tying in other merchandise with a promotion. A special creates interest, but the sale may come on some other items. For this reason it is vitally important for the retailer to display his specials in the proper departments. We as wholesalers are obligated to constantly remind him of the value of distributing promotions throughout his store.

How often do we criticize manufacturers when a competing distributor has merely beat us to the punch in a promotion of his merchandise. I feel that it is a mistake to drive our leading manufacturers to the position where they will not cooperate on anything but a nationally established promotion.

How often do we lose out on good promotions simply because we have quibbled over a percentage of profit? By this we do not imply that profit is not important, but surely it is not the only consideration. Our first consideration should be to provide a good value at retail.

It can generally be said that when a manufacturer, wholesaler, and retailer share equally there is good assurance that a real value can be presented without too much

The Official Family of the National Wholesale Hardware Association

President

Howard W. Price
The Salt Lake Hardware Co.

Vice-Presidents

James P. Townley
Townley Metal & Hardware Co.

H. L. Thompson, Jr.
The Bostwick-Braun Co.

Managing Director

Thomas A. Fernley, Jr.

Secretary

R. Bruce Wall

Executive Committee

1960

W. E. Smith
Oklahoma Hardware Co.

Benton J. Case
Janney-Semple-Hill Co., Inc.

John W. Sheffield
Sheffield Hardware Co.

1961

Judge F. Anderson
American Wholesale Hardware Corp.

R. C. Lenfesty
Seattle Hardware Co.

Wm. Geo. Steitz, Jr.
Supplee-Biddle-Steitz Co.

1962

William H. Dearstyne
Albany Hardware & Iron Co.

Joseph Orgill, Jr.
Orgill Bros. & Co.

N. F. Luekens
The Geo. Worthington Co.

Advisory Board

Shannon Crandall
California Hardware Co.

Mark Lyons
McGowin-Lyons Hardware & Supply Co.

Henry J. Allison
Allison-Erwin Co.

John H. Mize
Blish, Mize & Silliman Hardware Co.

William A. Parker
Beck & Gregg Hardware Co.

Charles L. Hildreth
The Emery-Waterhouse Co.

W. W. French, Jr.
Moore-Handley Hardware Co.

John S. Stiles
Morley-Murphy Co.

sacrificing of profit for anyone.

Nor should we consider that all promotions must involve price-cutting. The most challenging and rewarding thing we can do is to build a promotion entirely around quality merchandise at regular prices.

Among retailers there is an increased consciousness and receptiveness to the need of good promotions. There still remain those who hide their bargains by seeking to salvage extra profits. A dealer who buys quantities or promotion products and stores these products defeats himself and the suppliers. The dealer has buried his profits and sent his customer elsewhere to buy.

Managing Sales

By Joe F. Wood

Corpus Christi Hardware Co.
Corpus Christi, Tex.



IN HANDLING salesmen my approach has been to give our salesmen the things I would have liked to have had while calling on the trade, and the profitable and useful things my predecessor taught me. I am trying to encourage the same beliefs in those who share the job with me now.

We are a small firm doing business in a sparsely settled territory. We work at knowing each salesman intimately. We try to develop his natural talents without trying to remold him into something he wouldn't like to be. We know practically all our customers well and attempt to assign our salesmen to accounts with whom they work well. Enough time and effort is spent with each salesman to call it a highly personalized management.

Most of our salesmen have been with us for years. Training is a continuous process with us. We hold dinner meetings and product knowledge schools in our cafeteria monthly for our customers. Our salesmen, of course, attend these. We have 12 sales meetings per year held on Saturday. Four of these meetings are formal. These last all day and expenses are paid. Eight meetings are termed volunteer sales meetings. Salesmen may attend or not as they wish. No expenses are paid for volunteer meetings.

The VSM as we call it has become almost an institution with us. The price clerks, office manager, warehouse supervisors and buyers all attend. Sometimes we have one or two factory men at a VSM who are finished and away by 9:30 a.m. The balance of the time is allotted to the salesmen to discuss whatever they wish.

Here buyers, managers, and warehouse supervisors may be put on the pan and allowed to defend themselves. I am allowed 10 or 15 minutes for an institutional talk and we usually wind up with a tour through our warehouse. We also use professional sales trainers once or twice each year.

You may be interested in knowing that at our quarterly or formal meetings the luncheon speaker is an investment counselor, a banker, an insurance counselor, or a man from the highway patrol. This breaks the monotony of day long product knowledge sessions as well as providing useful information to us.

We use quotas for our salesmen which are as realistic as we know how to make them. Recognition is given for exceeding quotas.

We don't go in much for mottoes and canned sales bulletins. We do have one motto we use frequently. It reads: "An envelope filled with orders requires no explanations." An effort is made to keep bulletins and letters to a minimum and to keep them brief.

I would caution against over management. Maybe all of ycu have not heard of the hot-shot sales manager who kept riding his salesmen to make more calls. By constant pressure, he worked a salesman from 20 calls per week to 35 calls per week. One week he noticed the report showed only 31 calls instead of 35 so he wrote for an explanation.

The salesman wrote back saying, "I'm sorry I didn't get 35 calls in, I could have made it except three people insisted on buying something."

We attempt to provide our salesmen with these useful things: stock lists which provide the price, description, stock number and quantity on hand as well as the vendor identification. These stock lists are kept up to date.

Realizing the difficulty of persuading either salesmen or buyers to go through a 50 pound catalcg page by page in this busy world we no longer try. Our salesmen are supplied with a check sheet which lists our major lines. They are requested to place this pad of check sheets on the desk or counter where they work, so that they will be reminded to ask for business on all our major lines.

Where possible this check sheet is handed to the customer with the request that he mark lines that he wants checked by our salesmen for possible shorts. We find that this system makes up, in some measure, for the good old fashioned catalog selling that we fear has disappeared from the scene.

We supply our men with what we choose to call a "sales stimulator." This is a folder produccd by us in our print shop that fits the shirt pocket. It is 6 to 12 pages in thickness and is made up as follows: ⅓ in current items at a special price, ⅓ in regular merchandise and ⅓ in slow moving goods that need attention. Each item is illustrated and priced and the quantity on hand given.

When we are lucky enough to receive a visit from one of our customers it is my privilege to conduct him through our warehouse. I usually get a hollow feeling in the pit of my stomach when

he sees several lines or items that he tells me he did not know we carried, as he usually mentions he is buying that from some one else.

We have recently started a plan which is helping some to overcome this problem. We are using what we call a "Line of the Week" plan. This is a decorated sheet headlined with the name of the line of the week and carrying a short sales story. The sheet is provided with spaces for our salesmen to write in the names of the dealers they mentioned the line to and to indicate whether they sold the line or not. These sheets are returned to our office weekly.

Frequently, when we have close out items, rather than supply the entire list to all of our salesmen we pick 15 or 20 items and give them to one salesman informing him that he has exclusive sale of these items for a limited period. We follow up on this list hoping to circumvent that "let the other guys sell it" or "it will all be gone before my orders get there" attitude.

We use contests and bonus plans. We select factory plans when we think they are good and organize our own when no good ones are available.

We employ a specialty salesman who works with our regular salesmen as well as working independently. Our sales promotion manager is an excellent salesman and when we are conducting a whirl wind campaign, he doubles as a specialty salesman.

We have a merchandising plan which includes circulars, stock control, time payment financing, newspaper layouts, co-operative advertising funds and special merchandise.

Complete Coverage

By H. M. Davis

C. M. McClung & Co., Inc.
Knoxville, Tenn.



LET'S PICK out from the many obvious reasons about three reasons or situations why salesmen should give all lines sold by their house complete coverage, or, as we say in Tennessee, "Sell across the board."

(1) Manufacturers are becoming more insistent that lines placed by them in the hands of hardware wholesalers bring in sales based on territory potentials.

(2) A successful salesman should want to make money, and a successful house with a fair and equitable commission arrangement should want its salesmen to make money. A salesman has a cost of doing business exactly the same as the house for whom he is selling. It costs him approximately the same to work a town and do a fair job on some of his lines as it does to "sell across the board." Thus a salesman on commission has more net earnings as he increases his sales without an appreciable increase of expense, and the house has more sales and profit.

Thus our conclusion that whatever means are necessary to improve a sales program to effect complete coverage are justifiable, and if successful will increase sales and earnings.

(3) Many of the items successfully sold by only a portion of the sales force are the most desirable items in the catalog, bear a better margin of profit, weigh less per dollar value, thus costing less for transportation both in and out, and cost less per dollar value to handle physically through the plant.

That very desirable and elusive "will of the wisp" known as net profit after taxes could well depend on the penetration into overall sales of these higher profit lines.

If you have not, as we have done, listed your main lines and established a system of sales by salesmen on these main lines, we recommend that you do so at once, and predict that you will be surprised at the results shown by these records. Currently we find that on practically every one of such lines, even those where our company is doing a commendable job, 20% of the sales force is making 50% of the sales.

The bright spot in all this is that we have checked on some older reports and find that our effort toward securing increased coverage on main lines from an increased number of salesmen has already brought about improvement. In fact, we can point to a period not too far back when 20% of our sales force was selling 60% of the lines in question.

With further use of such data and by application of some of the procedures to be mentioned later, we know we can gradually improve this condition, and we feel that we must improve it. We might add at this point that such information as we have gathered—who sold what, etc.—shows the very interesting fact that a man who leads the sales on one line may be way down the list of salesmen on another line and vice versa.

If, by leadership from those responsible for their direction, *all* of our or your salesmen would "sell across the board" as well as *some* of our or your salesmen, the increase in profitable sales volume would be a very gratifying surprise.

Here are some of the things which can be done to assure more sales per salesman of more lines.

Be sure cataloguing on such lines is good and that illustrations are clear and descriptions complete and in simple language easily understood by the most inexperienced of salesmen.

The hardware wholesaler's catalog is his text book, and it is necessary that the knowledge contained therein be transposed into the minds of salesmen and converted into material for selling. This can be accomplished by demonstrations, special letters and

bulletins, more educational general sales meetings, dealer shows, and, if the line is important enough, special meetings.

We do want to say a word about sampling for most effective use. Even the best sales force has some members who are not overly enthusiastic about carrying samples. To offset this, samples should be judiciously chosen and should be plainly marked with pertinent information and selling prices and sent to the salesman in such shape that he can carry the sample and show it with a minimum of trouble.

To make sampling effective in "selling across the board," a record should be kept of all samples showing performance from each of the salesmen who receives the sample. We have developed a rather simple plan to check sales by each man on all samples sent out, and find that it has helped a great deal to get more men selling more things.

Circularizing customers through invoice stuffers or special mailings sometimes will cause a salesman to accidentally sell from certain lines previously neglected by him.

The wholesale hardware salesman is quite anxious to do exactly what his house wants him to do, and if properly prepared under the right leadership, can be enthusiastic about "selling across the board."

A Plan for Our Catalog Standards

By Richard F. Becker

Ohio Valley Hardware Co.
Evansville, Indiana

A real break-through has been made which will result in our program of catalog material developing much, much faster. The problem is essentially a problem of communications, as we only get a chance to talk to a relatively small group of people at the Convention, and people just don't pay too much attention to letters and pamphlets. But we have a new plan with great possibilities.

For the last several years it has been apparent that the major bottle-neck was the inability of many manufacturers who genuinely wished to cooperate to have material prepared for them at a reasonable price by people who understood our industry and its needs. One of our old friends in the printing business, seeing the great advantage of working with the hardware wholesaler and manufacturer on a program to improve catalog production, has developed a service to provide this material for us. Official approval of this plan has been given by your Executive Committee.

Basically the plan is to furnish



to wholesalers who have their own catalog keep-up equipment suitable reproduction proofs of all hardware products. North American Press is setting up a special catalog service division whose prime function will be to offer this service to wholesalers and to manufacturers. If the manufacturer does not have suitable reproduction proofs in accord with our catalog standards, North American, at reasonable rates, will prepare these for him for his full line and also for each additional item as it is developed in the future.

A mailing service will be provided to subscribing wholesalers so that automatically all new items are distributed without the need of special correspondence between each wholesaler and each manufacturer on every item.

Catalog Service Division will furnish to each wholesaler a large loose-leaf binder each year to hold the monthly mailings of reproduction proofs for a year. Divider index sheets will be furnished for each month of the year to separate the page proof for ready reference.

Each year a new proof binder will be furnished so that a permanent file will be built up in each wholesaler's place of business, all material being carefully indexed so that it can quickly be found by the wholesaler. This index will be furnished in a ring type binder, and the index revised at the start of each year to keep it easy to use.

Organized File

The wholesaler, therefore, would have an organized file of information properly indexed and automatically kept current as new items are added to each manufacturer's line. In addition, two extra sets of proofs will be furnished each wholesaler for his clipping file.

From the manufacturer's point of view I know from the cost sheets I have seen that the cost to the manufacturer on an item basis will be far less than a number of manufacturers are now paying to the sources who have been furnishing this material for them. In addition, the burden of distribution will be lifted from them with regard to new items, as these will automatically be distributed.

Of course, each manufacturer will receive his own proof sheets from North American Press for distribution to other channels as he sees fit. Most important, as we see it, will be the fact that in the preparation of this material there will be available a source which understands our standards and can quickly and easily give us the type of material which we want and need.

You can see why your Catalog Committee considers this a major break-through, and why we agree with the caption used on this plan —"It breaks the time barrier."

What Is Distribution Cost Accounting?

By Howard Price

The Salt Lake Hardware Co.
Salt Lake City, Utah



I am sure that wholesalers are being awakened to the fact that they must know which lines of merchandise are profitable for them to handle, which lines provide a fair margin of profit and which do not.

Distribution Cost Accounting reduced to an abbreviated term is DCA. It will be referred to as such several times throughout this presentation. Distribution Cost Accounting is an accounting procedure by which the natural profit and loss accounts are apportioned and distributed to the various departments of a business. Natural expense accounts are allocated to departments through DCA methods.

DCA is a tool which offers to management a great opportunity for reducing costs and increasing efficiency in their businesses.

DCA is not a rigid or fixed system, but it can be modified or adapted to meet the present or future needs of the many different volume houses within the industry. The principles and methods introduced in the Manual are fundamental and are intended to serve as a framework for the development of a custom made DCA system for the large, medium or small wholesaler. Individuality and resourcefulness are integral and essential parts of this program.

The basic method outlined in this Manual has proven of real value to those wholesalers who have pioneered in this field. There are numerous and substantial benefits to be realized as you progress. Benefits which can be anticipated are these:

1. *The first benefit is self-analysis and improvements in the wholesaler's own operation.*

2. To supply facts to management so as to make it possible to delegate responsibilities for correction. This will stimulate a wider interest within the organization and create a desire among its personnel for improvement.

3. Greater emphasis can be placed on profitable departments and less emphasis given those that were mistakenly believed to be profitable. Distribution Cost Accounting will also suggest to management how they might direct their endeavors to new areas of profit opportunity.

4. Greater employee productivity can be achieved—this has already occurred in the case of several wholesalers.

5. Elimination or reduction of sales compensation on unprofitable business.

6. Distribution Cost Accounting reveals that gross margin either large or small must be carefully considered in the light of the cost of handling the item, line or commodity to determine if it produces a satisfactory return.

7. Distribution Cost Accounting opens avenues to improve methods, procedures and functions for lower costs.

Now, realizing the benefits available through Distribution Cost Accounting, we will explain the mechanics of using this approach. Simply stated, DCA is a procedure whereby a chart of expense accounts is designed so as to accumulate expenses by natural groupings, and then to allocate these expenses to merchandise departments by the methods shown in the Manual.

The first step in the allocation of expenses, in the various expense accounts to the merchandise departments, is the development of "Units of Measurement." These Units, together with explanation, are presented in this Manual. The Units of Measurement are the heart of DCA. They are: 1. Purchase order lines, 2. invoice lines, 3. warehouse floor space, 4. average dollar inventory, 5. total dollar sales, 6. invoice lines less direct shipments, 7. prorated to salary, wage and commission accounts, 8. total dollar purchases, and 9. company's printed catalog pages.

Who supplies the data for the Units of Measurement? Your accounting or bookkeeping department together with your warehouse superintendent, catalog department, billing department, etc., can gather the necessary data for the Units of Measurement.

The Units of Measurement are most significant. These Units determine the amount of expense to be allocated. It is, therefore, important that care is taken to insure accuracy and appropriateness. Logically, the data sources should not be left to their own discretion as to how and when to compile the Unit of Measurement data, but this work should be carefully supervised by your comptroller, treasurer, or audit firm. If data has been collected historically, the method of collection should be investigated to guarantee its soundness.

Wholesalers who adopt DCA

will soon be able to exchange experiences and conclusions reached. This exchange, guided by the continuous interest and activity of the committee will make it possible to further develop DCA. It will make it possible to ultimately point toward the objective of making a thorough industry-wide analysis of the profitability of various lines or commodities.

Such facts must be known so that needed changes and improvements will be made rather than be merely topics of conversation which, as your committee views it, have heretofore been based largely upon opinion. Such research will produce documented facts and will be a basis upon which important decisions in the manufacturer-wholesaler-retailer relationship will be made.

It is a relatively simple procedure to follow. Your own accounting people will have no difficulty instituting DCA in your business with the aid of this Manual.

Each loose leaf binder is numbered serially. It will be made available to our active and associate members who make application for it. It will be sold to those members at $20 for the first copy and $10 for additional copies up to a total of four.

This policy and method of distributing the Manual will place the committee on the Cost of Distribution in contact with the members who are utilizing the program. The committee recommended such sale in order that they may be aware of the interest of the members and the results such members are obtaining.

The "Why" of DCA

By E. H. McLaughlin, Jr.

Union Hardware & Metal Co.
Los Angeles, Calif.



THE basic aim of this Manual of Distribution Cost Accounting is to give you interested wholesalers a procedure to follow to find out just how much it will cost your firm to sell products in each one of your departments. By using this manual you will know if the historic high gross profit in threaded products is sufficient to offset the cost of handling items with low invoice line value and high order filling expense. You will find out if an electrical appliance manufacturer is justified in reducing margins of profit based on his contention that the storage filling of orders, turnover, and so on, is less for this type of merchandise.

Another factor which points out the necessity of finding out what your departmental costs are, is that the percent of overhead expense for salaries and salesmen's compensation has increased from 60% in 1942 to 72% in 1958. With so many expense dollars being allocated to personnel, the profitability of each department in your organization should be questioned very thoroughly.

To convince you further that action is necessary to improve profits, let us briefly highlight the national averages of profit on sales for the past ten years. The already slim margin in 1951 of 2.99 was reduced to 1.43% in 1954 and still further depressed in 1958 to 1.18%. This is entirely unsatisfactory and if it continues each one of us will certainly have a stockholder battle on our hands. Just think, you could have made more money by investing your capital in government bonds to say nothing about the possible income and appreciation which could be realized by investing your capital in blue chip stocks. The records show that income on invested capital slipped to less than 4%. Compare this to corporations outside of our industry figuring their selling prices based on a 30% return on invested capital.

Let's examine one uneconomic practice which is prevalent in the industry.

You are forced to solicit a large threaded products order by open bidding in competition with your local competitors, but because of the application of the procedures outlined in the manual you will not be forced into an uneconomical transaction. Nobody wants to work for nothing! That's just what you might be doing if you don't know what it cost you to operate each one of your departments.

Another advantage to knowing your departmental costs is that you can push the sale of the merchandise in the more profitable departments and relegate the merchandise in less profitable departments to a service category. If you compensate your salesmen on a share-the-profit basis, and they are informed of the more profitable departments this process will be automatic. If each wholesaler working independently found that a particular department was not making sufficient profit to warrant any sales push I am sure the manufacturer of these items would make the necessary changes to insure the transfer of their merchandise from the service category. This could be done by increasing the margin of profit, revising the packaging, cutting down the number of items to a carton, and so on.

The process involved in finding your departmental costs could be classified as research. Wholesalers must be stimulated to search out the reasons why things are as they are and to develop procedures which are economically sound and will *add* to rather than slight net profits.

I feel that this presentation would not be complete if some of the possible objections to this program would not be anticipated and examined.

A possible No. 1 objection: "I don't need anything as elaborate as this—my business is too small." Not one wholesaler, regardless of his size, can afford the luxury of not knowing his departmental costs.

Another anticipated objection was that all accounting manuals are too difficult for hardware people to understand. The manual was produced in such a way that it can be read and easily understood, not containing "jargon" understood only by Certified Public Accountants.

Objection No. 3: "My accounting system gives me the information I want. All other information would be unnecessary." You might expect this objector to continue along these lines, ". . . I have the same accounting system I instituted when my business was only one tenth its present size." I wonder what changes, if any, this man has made in his shipping, receiving, warehousing departments. If he hadn't changed and modernized these, his business could not have increased ten times. Why not modernize your accounting procedure so that your profits may be improved?

EVIDENCE THAT DCA WORKS—

The Proof of the Pudding

By U. J. Kuhre

Strevell Paterson Hardware Co.
Salt Lake City, Utah



I THINK that by my telling you that we have enjoyed the benefits of DCA for several years does add the "eating" part to the proof of the pudding. You do not have to have elaborate accounting practices to use this program. Again, the proof of the pudding—we don't have a fancy accounting system, and we've had DCA accounting for years.

We have no extra manpower to give us this new concept in accounting for profit. I am positive that each distributor can confidently approach DCA with the idea that its cost in dollars in putting this into operation will be very, very small and when measured against the results you will obtain through such a system, will be of no real consequence as far as costs are concerned.

For further "proof of the pudding" I want to tell you the story of one department in our business, which had always enjoyed the highest gross profits of all our departments, and we had always thought of this as a very important part of our overall net profit.

Yet, when we put DCA to the test we found, to our horror, that this large high gross margin department had actually lost us money and lots of it.

We felt we could not attack our problem from the gross margin front because it appeared to us that margins seemed adequate and probably from a competitive angle, couldn't be forced upward anyway.

It thus became necessary to approach our problem from the expense control angle. We spent our efforts in those areas of expense that can be quickly controlled, such as wages (both office and warehouse), telephone, etc. To me this is the secret of "doing something about it." Confine your efforts where you can do something to reduce expenses.

We examined every office and warehouse procedure as far as this department was concerned. We found many items of wasted effort, such as unnecessary reports that were being demanded by the then department manager. We found unnecessary people being employed doing jobs that were not part of the job of creating sales and profits. In short, we found a little kingdom had been built within our own organization. We also went after more sales in this department with some new and constructive sales approaches because, in most cases, there isn't anything that will help make a net profit as fast as a few more dollars of sales at the proper gross margins.

We turned a substantial loss in this department into a fair profit in one short year, and we have continued to make progress each year for the last three years.

All I can say to you is this, "Don't be fooled, as we were fooled into believing, that a high gross profit necessarily will produce for you a good net profit."

On the other hand, do not accept the age-old concept that because it costs you 18% of sales to do business, that any line or department grossing less than this is losing you money. We proved this to our satisfaction, too. We got into major appliance distribution. Believe me, it's like pulling teeth to get a gross profit in this area of 12% or 13%. Yet, by DCA accounting, we had "proof of the pudding" that we make a fairly satisfactory net profit in this department. How do we do it? First, there is less sales cost in this area because of its large volume and franchised dealer selling. There are far less warehouse and office costs involved in this department, etc., etc.

The use of DCA will give you real proof as to where your net profit is coming from and at what rate, as expressed as a percentage of sales.

You should think of Distribution Cost Accounting as a permanent source of management facts and please do think in terms of it being a permanent part of your accounting program.

May I make a few brief points that might help you in planning for DCA in your own business:

1. DCA can be used economically in all sizes of wholesale hardware distribution from the distributor doing 2 million annually and up to the very large ones doing 30, 40, or 50 million a year.
2. DCA is not predicated on

elaborate, expensive accounting systems. The machine accounting systems that some of you have may make it even easier to get the facts, but certainly you do not need such systems to get DCA operating in your business.

3. You will use various units of measurement in programing DCA in your own business. It will surprise you how short a time it will take to get the simple facts necessary to implement these measuring devices in your own operations.

4. DCA, in and of itself, will not cure the ills of a line, a department or a business. DCA merely points out clearly to you your problem areas and then it is up to management to do the things necessary to correct the bad situations. Finding out the problem areas and then doing something about it is the real answer to profitable management.

The final goal of your business and mine is "net profit." Distribution Cost Accounting is a tool that management can and must use to direct the efforts of our organizations into those channels that will produce the most net profits.

◆

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Proof of the Pudding

By E. H. McLaughlin, Jr.

Union Hardware & Metal Co.
Los Angeles, Calif.

DURING the past 10 years we, at UHMCO have prepared quarterly and annual profit and loss reports for each of our 17 merchandise departments. By department we mean: Housewares, China and Glassware, Toys, Sporting Goods, Industrial Supplies, Builders Hardware, Plumbing—and others.

We convinced ourselves the very first year that high gross profit percentage in a department does not assure a high net return. Our range of gross profit percent by merchandise department was from 16% to 32% and the total expense ratio to sales varied from 12% to 30%. It would be all right, if the low expense ratio would follow the low gross profit ratio and the high would stick together, but it seldom turns out that way.

During the first eight years of our experience with DCA we could, without too much hard work find the cause of the departmental low net profit or loss and effect correction. However, during the past two years it has been necessary to "dig" much deeper to find the factors which contributed most heavily to the loss or break even department.

The very fact that one must "dig" deeper to find today's troublesome factors in our type business is the very reason that small and large volume wholesalers alike, urgently need DCA today.

A broad front is always a valuable one. Therefore, more of you must get into DCA so that our weaknesses can be proven nationally and corrected nationally. DCA is a *simple approach to survival* and it will be here longer than some of us in this room who fail to recognize its value.

At the beginning, 10 years ago, we had two budget clerks, as we called them, preparing our P. & L. statements by department. At the end of one year it was reduced to one employee, and at the end of two years, the entire job was absorbed at no extra cost by our regular accounting department.

We did not have DCA manuals and had to pioneer the subject 100%. Today, the tools are being furnished to you practically free and you should have a desire to *use them well.*

Likewise it is a fallacy for you to think that modern and expensive mechanical equipment is a requisite for a follow through of DCA. *Any* business should now have only that equipment, no matter what type, that will more than pay for itself in *direct* labor savings. You will be amazed at the results a good combination bookkeeper-accountant can obtain with a pencil and columnar spread sheets.

◆

Proof of the Pudding

By W. W. French, Jr.
Moore-Handley Hardware Co.
Birmingham, Ala.

MOORE-Handley operates in a comparatively poor territory. This will not be true a few years from now because we are gaining on other parts of the country.

Being in an area of this kind, to get sales volume we have to be in many different businesses, we decided after World War II we should have several branches. With the different types of business, this made our operations extremely complicated.

With the addition of these branches and other changes, Moore-Handley's business moved up from about $12,000,000 pre-war to over $40,000,000.

When business slowed in 1954, we needed to start hacking away on expenses. The question of where to start got us into DCA. At that time we had around 950 people on our payroll and five branches. We now have 739 people instead of 950. We have five branches now but much different from the ones we started with.



W. W. French, Jr.

When the time comes to do a big reducing job and you don't know where you are making money or losing it, trouble begins. If we hadn't been well along with DCA, we never would have been able to hold our sales at the $40,000,000 level with the smaller number of people.

Our costs on DCA are practically nothing. If we were losing money, DCA would be the last expense we would eliminate. We started this work without I.B.M. and even now have only a very limited amount, practically none of which is used in DCA.

I am sure now, after many years of work along this line, none of our department managers or branch managers would even think of wanting their monthly P&L figures eliminated. Unfortunately, DCA does not solve any problems, it only points them out. We know several areas that are not profitable. The question then is: (a) is it because of some temporary condition (b) can this department be made profitable through improvements and changes and (c) if the department cannot be made profitable and is eliminated, how much expense would be saved or how much just put on another department. Some of you might say, if DCA is so good, why doesn't Moore-Handley do better? The answer is, we will, because after five years we are finding facts we need to enable us to move in the right direction.

DCA has done this for Moore-Handley: (1) pointed out the most profitable departments and branches, also the least; (2) made all of our people more cost conscious; (3) enabled us to delegate cost reductions and profit improvement in different parts of our business to specific persons; (4) will enable us to eventually work out a fair incentive pay system; and (5) long range, we will have standard costs on every function in our business.

I am convinced if our industry had started a DCA many years ago we never would have sunk to such a low ebb profitwise. I am also convinced our industry would be getting a larger share of the market due to changes we would have made because we would have known more about our business. Many companies, through ignorance of their costs, have continued to do business at no profit to themselves but great harm to their competitors. I think we owe it to our own companies and our industry to know what we are doing. We should not work for nothing.

Award of Honor



In recognition of their policies which have contributed to an improvement of the manufacturer - wholesaler - retailer relationship, two manufacturing companies were awarded plaques and scrolls. In special ceremonies, John S. Stiles, NWHA president, presented the awards to Joseph V. Falcon for the Savage Arms Co., and to Robert P. Gwinn for the Sunbeam Corp. Selections for the awards are based upon nominations received from NWHA members.



John W. Sheffield, Sheffield Hardware Co., Americus, Ga., pinch hit and delivered talk prepared by W. W. French, Jr. who was unable to be present for final NWHA session.

CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 65

100 Moisture Absorbent. A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

101 Feastmaster Barbecues. A two-color brochure describing the complete line of Feastmaster barbecues and an 8½" x 11" catalog with construction and installation details are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

102 Lawn and Weed Mowers. An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

103 Woodworkers' Vises. Bulletin LL-8216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

104 Industrial Hardware and Wire Rope Fittings. Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

105 Sportswear. Containing 38 pages and illustrations, catalog describes the hundreds of Duxbak sportswear items for men and women. Also describes line of hunting and fishing accessories. Catalog is indexed and contains order form. Utica Duxbak Corp., Utica 4, N. Y.

106 Gun Equipment. The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield, Conn.

107 Plastic Pipe. Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. A four-page brochure contains data on plastic piping for a wide variety of water transmission needs. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

108 Drapery Hardware. Catalog No. 107 consists of 52 pages, in four colors, illustrates all the facts and gives complete product description. Stanley-Judd, Dept. P D, Wallingford, Conn.

109 Fly Lines. A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

110 Striking Tools. Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

111 Store Fixtures. Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

112 Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

113 Sprayers and Dusters. Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

114 Masonry Anchors. Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cutaway line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

115 Fishing Tackle. Published in color in size 8½ x 11, the 1959 catalog illustrates and describes the complete line of Airex fishing tackle. In addition to the catalog, the company also offers 11" x 11" catalog sheets with wide margins. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

116 Fishing Equipment. Weber's 1959 74-page color catalog No. 59 contains dozens of additional fishing tackle items. Catalog pages show the Name Lure and the Big Name Lure, a wide selection of spinning lures and poppers, and a complete series of

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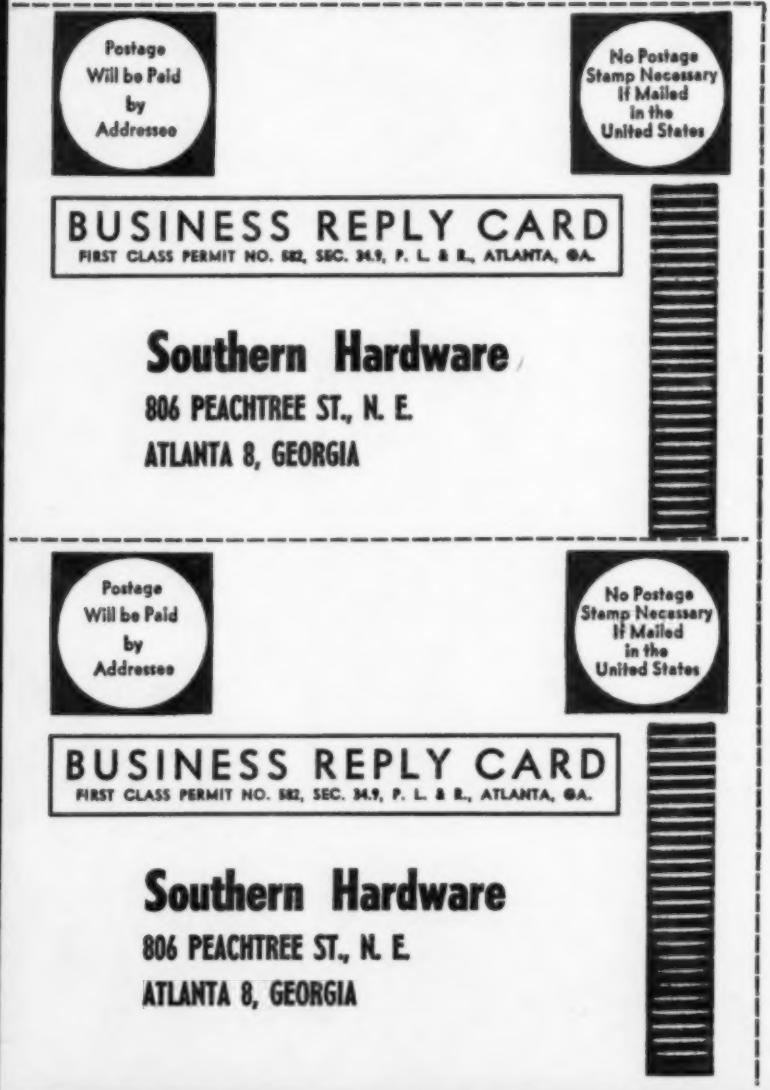
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Ball-Fly Jigs. A 14" x 24" full-color poster on Weber Nylon Spinning Line also is listed in the catalog. Free Moviegram fly casting instructions are offered to the trade. Weber Tackle Co., Stevens Point, Wis.

117 Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

118 Fishing Tackle. South Bend presents its colorful line of fishing tackle in a 1959 catalog. A total of six SpinCast Reels are offered which include two Level-Wind Models, Nos. 89 and 78. The line has 28 models of SpinCast Rods with a wide choice of actions in both tubular and solid glass and featuring the Master-Grip Handle. The catalog includes an array of accessories. South Bend Tackle Co., Inc., 1108 S. High St., South Bend 23, Ind.

119 Excello Mowers. Catalog pages featuring the 1959 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke & Co., Springfield, Ill.

120 Store Fixtures. The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

121 Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

122 Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

123 Primer and Sealer. "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

HELPFUL BOOKLETS FREE!

(Use reply card on page 65)

124 Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 24-page illustrated 1959 product catalog. The catalog describes the full line of Coleman gasoline, kerosene and LP- gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

125 Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

126 Hand Tool Selection Chart. An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

127 Power Mowers. A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

143 Housewares. A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

144 Garden Supplies. A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

145 Tool and Plastic Lines. This catalog includes illustrations and detailed specifications on the company's tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vichek Tool Co., Cleveland 4, Ohio.

146 Lawn Mowers. Catalog describes line of 20 models of lawn mowers, sizes of 18" to 24". Price list accompanies the catalog, and includes power and hand types, rotaries and reels, to sell as low as $49.95 with full mark-up. Southland Mower Co., Inc., Selma, Ala.

147 Fishing Tackle. In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1959: the Mars enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

148 Plastic Housewares. A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

149 Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

150 Time Payment Plan. A folder is available describing the complete Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn.

151 Pre-Measured Chain. A catalog page, in color, describes a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

152 Storage and Display Equip-

ment. Folder 320-A describes the time-and-space-saving advantages offered by Revolvo Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

153 Gas Furnaces and Central Air Conditioning. Illustrated descriptive catalog on horizontal, vertical, and counterflo furnaces and central air conditioning is available on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

154 Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

155 Hobby Tools. A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

156 Repair Handles. A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

157 Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

158 Nails Data. A pocket-size handbook containing information and specifications for Stormguard nails is available. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

159 Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

160 Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

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(Use reply card on page 65)

161 Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

162 Display Attachments. A colorful catalog, 400A, featuring Vizuclips, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclips for displaying all types of merchandise on either ¼" or ⅛" panels. L. A. Darling Co., Bronson, Mich.

163 Garden Hose. Catalog sheets give full information on Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

164 Industrial Knives. A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H," Southbridge, Mass.

166 Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.

168 Drill Attachments. Two catalogs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

245 Relief Valves and Wall Hydrants. A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

246 Floor Polisher. A four-color catalog insert page describes and illustrates the Houseboy model FP-33 floor polisher, the accessories available, and the 2-way display stand with 5-color zip-in panels that convert it to a display for either polisher sales or rentals. Red Devil Tools, Union, N. J.

247 Packaged Fasteners. The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

248 Pulley Assortments. Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the various usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.

249 Plumbing Rack. An illustrated catalog and price list is offered on the Plumb Shop Merchandiser, a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.

255 Fastening Devices. A 6-page folder, Form ASC-559, features detailed information on "Hi-Red" Plastic Expandable Screw Anchors, the "Wally" Plastic Screw Anchor, "Drive-Straps," and other fasteners in the company's lines. Holub Industries, Inc., Sycamore, Ill.

256 Tank Balls and Floats. An illustrated brochure lists and describes in detail tank balls and floats in sizes, shapes, weights, and materials for every service application and water condition. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

257 High-Density Plastic Pipe. A 4-page brochure describes the "Hi-Mol" high-density flexible polyethylene pipe. Carlon Products Corp.,

(Continued on page 70)



Which package would you choose?

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17911 First Ave. Sterling, Illinois

Aurora, Ohio.

258 Rubber Bonded Abrasives. Rubber bonded abrasives for polishing and finishing are featured in a white and blue folder. Their special function and types of materials on which they are particularly useful, specifications, and prices are given. The Carborundum Co., Niagara Falls, N. Y.

259 Handsaws. The proper use and care of handsaws as well as their design and construction, is discussed in the Handsaw Manual. The illustrated pocket size manual also devotes one section to information for the home or professional carpenter. Education Dept., Atkins Saw Division, Borg-Warner Corp., Indianapolis 25, Ind.

260 Plastic Sewer Pipe. The advantages of Chem-Weld drainage pipe, its installation and handling are described in detail in an illustrated brochure. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

261 Home and Agricultural Tools. Catalog No. S5960 includes information on the company's line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops; and repair handles. The 52-page catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

262 Water System Products. A general catalog, illustrated and in color, presents data on the company products and services under the following section headings: "Submerga" Pumps, Jet Pumps, Piston Pumps, Centrifugal Pumps, Sump Pumps, Hand and Windmill Pumps, Pump Accessories, Water Conditioners, Engineering Information, and Sales Aids. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

263 Central Heating and Air Conditioning. An 8-page, full-color catalog combines gas fired, forced-air furnaces and residential air conditioning into one brochure. Representative models are shown, also detailed cutaway views. Along with complete specifications are illustrations of typical installations of the equipment. Chattanooga Royal Co., Chattanooga 6, Tenn.

274 Firearms. A catalog and brochures are available describing the company's line of copies of antique weapons, such as the Frontier Six-shooter revolver and Frontier Derringer. Circulars on special sales of war surplus weapons are also available. Hy Hunter Firearms Manufacturing Co., 3031 West Burbank Blvd., Burbank, Calif.

275 Company Growth. "This is Jacobsen" is the title of a full color, 16-page brochure which describes the company's growth in the power mower field. Available to dealers and prospective new dealers. Jacobsen Manufacturing Co., 747 Washington Ave., Racine, Wis.

276 Plastic Casing. The advantages of Plastic Casing for water wells are discussed in an available folder. Illustrations show ease of installation. Specifications and other pertinent data given. Southwestern Plastic Pipe Co., Mineral Wells, Texas.

277 Rotary Tiller. Four-page catalog describes and pictures all five Pow-R-Boy 66 tillers in the line from 2½ hp to 3½ hp, with complete technical descriptions. Hahn, Inc., Pow-R-Boy Division, Evansville, Ind.

278 Electric Products. An 80-page catalog illustrating over 1500 electrical wiring devices, lamps, and specialty products is available. Also features new packaging and merchandise displays. Profusely illustrated with full information, catalog serves as a sales tool as well as a reference book. All products are grouped in categories, cross-indexed. Included are three time-saving indices, Underwriters and CSA listings, and Federal Specifications numbers. Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

Memo to Hardware Dealers:

You will have more water skiing customers next summer than ever before!



FREE!* NEW PURITAN DISPLAY RACK

Stock your entire line of Water Ski Equipment in this HIGH-PROFIT-PER-SQUARE-FOOT display!

* Your purchase of the Puritan Standard Water Ski Shop gives you this beautiful and sturdy display rack worth $26.75 FREE. It holds a complete line of tow ropes, tow bridles, bars, floats and figure-8 hooks and 25 full color books on Water Skiing . . . PLUS: The rack is designed to hold, in addition, up to 11 pairs of your water ski line. This self service display rack is a must in every store carrying boat and marine goods. Fill out the coupon below and mail today for complete information.

• Self-Service • Inventory at a glance • Suggestive selling

Send coupon today!

PURITAN MARINE DIVISION
PURITAN CORDAGE MILLS, Louisville, Ky.

Marine Division, Puritan Cordage Mills
124 Cabel Street, Dept. sh-1119
Louisville, Kentucky
Send me complete information on Puritan's new "Water Ski Shop" Merchandiser!
Name .....
Address .....
City ..... Zone ..... State .....

WHY YOU WILL SELL MORE Johnson REELS in the next 12 months

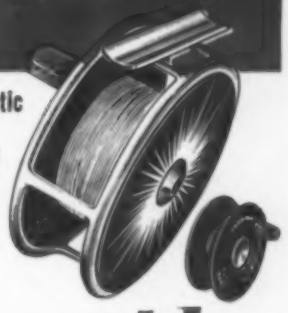


Centennial



Century





Magnetic Fly Reel

1 **Johnson design stays a full year ahead of the field!**

Johnson is famous for "FIRSTS". *First* with advanced "American type" spinning reels; *first* to combine direct drive retrieve and spinning performance; *first* to apply modern magnetics to the fishing reel field.

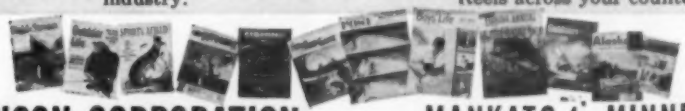
2 **Johnson quality backs you up on every sale!**

Built better, simpler, tougher! When you sell Johnson Reels you know quality control works for you. Rugged construction, greater capacity, compact design *plus* the fairest service policy in the industry.

3 **Johnson advertising sells for you at every level!**

Trade and consumer print advertising, movies, TV, point-of-sale, and display . . . you name it, Johnson has it working for you. Item-for-item the biggest ad program in the tackle world is selling Johnson Reels across your counter.

Johnson ads work for you!



THE DENISON-JOHNSON CORPORATION • MANKATO 4, MINNESOTA

these 2 catalogs contain valuable information... see them before you place your 1960 tackle orders!



SUNSET'S 1960 INCENTIVE AWARDS PROGRAM

Details of leading Van Heusen brand men's wear items you can earn ABSOLUTELY FREE with fishing line orders.

SUNSET'S 1960 COMPLETE LINE CATALOG

Jam-packed with details of more than 50 Sunset quality products—many of them brand new for 1960!

JOBBER BUYERS, SALESMEN, RETAILERS

Send for your free copies today—no obligation

sunset fishing lines POST OFFICE BOX 691 PETALUMA, CALIFORNIA

Please send these Catalogs immediately:

☐ 1960 INCENTIVE AWARDS PROGRAM
☐ 1960 COMPLETE LINE CATALOG

Check whether ☐ Jobber buyer ☐ Jobber salesman ☐ Retailer

YOUR NAME _____

COMPANY NAME _____

MAIL ADDRESS _____

CITY & STATE _____

Sunset FISHING LINES

Dealers' Toy Club

(Continued from page 36)

offers a wide price range and a tremendous variety to all age limits and budgets. The store tries to keep its stock full until December 20.

The store converts a 30 by 60-foot addition to its main store into a toyland for Christmas, displaying only toys and wheel goods in this section. It has good street visibility for the steady stream of traffic. The store stays open nightly until 9:00 the year 'round and makes no special closing arrangements during the holiday shopping season. The store is in a heavily populated section of northeast Memphis and the late hours appeal to many husbands and wives who like to shop together for such things as toys and appliances.

The store's volume held up well last year despite the fact that it didn't spend as much on advertising as in other years. Waide feels this is because the store's customers are already toy-conscious since the store stocks toys throughout the year. Best got into the toy field seriously in 1955 and has increased its inventory and sales steadily.

Several other Memphis hardware stores that stock toys the year 'round enjoyed excellent business last Christmas and are expecting increased sales this year. Like Best, they begin promotions early to cash in heavily on layaways.

General Hardware & Supply Co., Allen & Son Hardware & Appliances, and DeSoto Hardware Co. share a reputation for "having it" in the toy field.

They are ready again—are you?

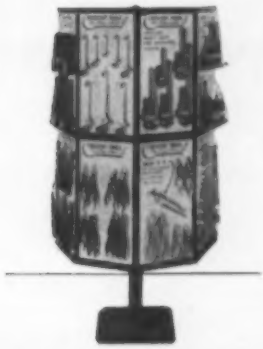
◆

Remington Organizes New Power Tools Department

REMINGTON ARMS Co., Inc., has created a new operating department in a move to separate its power tool and industrial products enterprise from its traditional sporting arms and ammunition business, according to M. R. Warden, president and general manager.

J. B. Maupin, former manager of Remington's Park Forest, Ill., Works, has been appointed manager of the new Power Tools Department.

F. E. Morgan, formerly assist-



WITH THE COMPLETE

CRESCENT LINE

YOU'RE IN THE **TOOL BUSINESS**



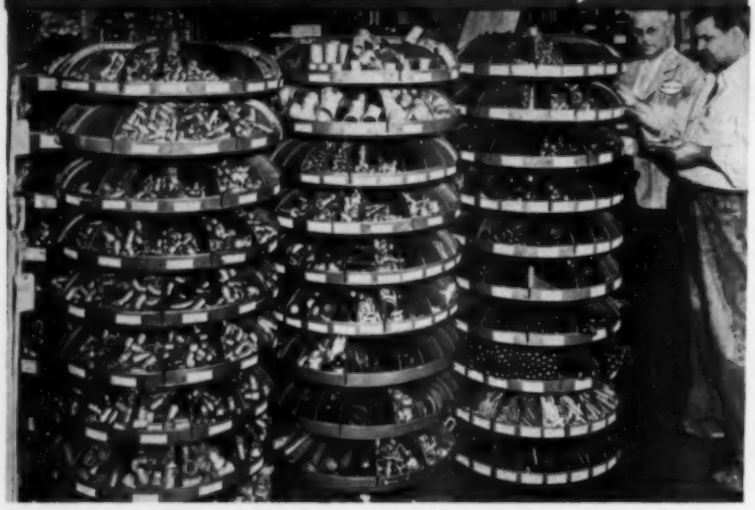
- Famous brand name
- Quality merchandise
- Popularly priced
- Nationally advertised
- Broad, diversified line
- Free store displays and merchandising assistance

CRESCENT TOOLS
Give Wings to Work
Sign of the Artisan
Symbol of Excellence

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by

CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

STORAGE SPACE BECOMES SELLING SPACE WITH *Revolvo*



Equip your store with attractive Bonderized Steel Revolvo Rotating Bins for nails, rivets, fittings and other similar items.

HERE'S WHAT HAPPENS!

You *store, display* and *sell,* in only a few square feet of floor space (without having to touch your stock). Your customers serve themselves from the easily accessible bins that display every binable item in your inventory.

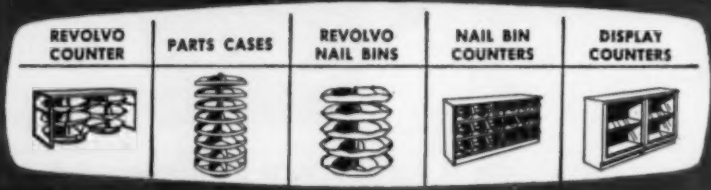
YOU PROFIT FOUR WAYS!

1. Floor space is made more productive and more profitable. Less floor space is required.
2. Time required to handle stock and serve customers is reduced.
3. Your sales increase because your customers see and help themselves to more items.
4. Better display in less space — better fixtures mean a better selling job.

Write today or ask your Hardware Wholesaler for FREE Folder 320-A "MODERNIZE WITH REVOLVO." Shows full range of sizes and models. The Frick-Gallagher Mfg. Co., 118 S. Michigan Avenue, Wellston, Ohio.

PROTECTED BY Bonderite PARKER RUST PROOF CO. QUALITY CORROSION RESISTANT

Revolvo STORAGE
PLANNED FOR PROFIT
FRICK-GALLAGHER
BONDERIZED STEEL EQUIPMENT



ant director of sales, Chain Saws, has been appointed director of sales, Chain Saws, Power Tools Department.

◆

Oklahoma Hardware Offers Broadside

A LUMBER YARD broadside designed to sell merchandise for the dealer, not to him, is made available by the Oklahoma Hardware Co., Oklahoma City. In it 35 popular items are featured with a competitive markup to assure good traffic.



The broadside can be mailed or hand delivered. Price is $12.95 per thousand. A window and interior trim display kit consisting of 122 pieces to attract attention and advertise the event costs $4.95; it contains banners and streamers in Day-Glo colors.

Designed for that particular trade area, the wholesale firm states that there will be three issues per year—spring, summer, and fall. The broadside is placed with only one dealer in a town except in large metropolitan areas where no overlapping distribution is arranged.

For information on
CATALOGS & BULLETINS
See Page 64

This fall increase your sales of Cyclone Lawn Fence with an eye-catching lawn-planting display



In many sections of the South and Southwest late fall is the ideal time to seed or plug new lawns. And it's also the time for you to promote the sales of lawn supplies with customer-appealing displays like the one here.

In a prominent spot in your store set up a Fall Lawn Planting Center. Use lawn seed, fertilizer, rakes and other tools, *and USS Cyclone Lawn Fence*. Have store clerks primed to answer questions about lawn planting and to recommend the protection of USS Cyclone Lawn Fence for new, tender lawns. In connection with this display you might also include fall-planting bulbs and Cyclone Flower Bed Border.

USS Cyclone Lawn Fence and Flower Bed Border are superior products. They sell readily, stand up well in service and develop good repeat business. The lawn fence is available, welded or woven, in single and double loop styles and in heights of 36, 42 and 48 inches. Flower bed border is made either welded or woven style and is identical to lawn fence in construction.

Check your stocks of Cyclone Lawn Fence today and see your jobber for additional supplies. Then use these display suggestions to get your share of this profitable fall business.

USS, Cyclone and "Red Tag" are registered trademarks

USS CYCLONE "RED TAG" HARDWARE PRODUCTS include: Bronze, Galvanized Steel and Aluminum Screening

Lawn Fence and Flower Bed Border • Door Mats • Aluminum Rose Trellis • Hardware Cloth • Catch-All Baskets

Cyclone Fence Dept.
American Steel & Wire
Division of
United States Steel

USS

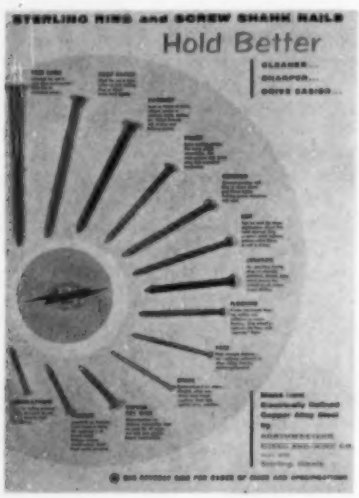
Cyclone Fence, Waukegan, Ill.
Sales Offices Coast to Coast
United States Steel Export Company, N. Y.

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 65

Nail Display Board

A nail display board which shows actual nails properly identified, yet fastened so they cannot be mixed up or lost, is announced by Northwestern Steel and Wire Co., Sterling, Ill., for its ring and screw shank nails.



The colorful nail display takes advantage of the latest developments in plastic heat-sealing and skin pack methods as protection against dust and dirt. The merchandiser can be dusted and washed if necessary. For more information—

Write in No. T1 on card, Pg. 65

Wheel Display Stand

A wheel display stand is available to dealers free with a small order of industrial and boat trailer wheels and tires from Neilson Wheel Co., 1603 N. 27th St. Milwaukee 8, Wis.



The stand is formed of heavy gauge wire and takes up less than two square feet of store space.

The tires shown on the stand are, top to bottom, 4.80/4.00 - 8, 5.70/5.00 - 8, and 4.80/4.00 - 12. For more information—

Write in No. T2 on card, Pg. 65

Masonry Bits Panels

Self-dispensing display panels for each of its three carbide-tipped masonry bits—Cyclo-twist, Cyclo-Core, and Thunder-Twist—are being introduced by New England Carbide Tool Co., Inc., 55 Commercial St., Medford 55, Mass.



Each merchandiser is 8" x 15", comes complete with hooks. Each includes a balanced stock of the most popular sized bits, packaged individually in non-refillable envelopes. Envelopes are punched and eyeletted.

Merchandisers are free with balanced stock orders of the bits. For more information—

Write in No. T3 on card, Pg. 65

Garden Tools Deal

The 1960 Garden Tools drop ship deal of The Wood Shovel & Tool Co., Piqua, Ohio, offers tools selected for proven volume sales. Additionally, the display rack has been made an optional extra—available, if wanted, at cost.



The result, according to the company, is a turnover group of 114 tools retailing from $1.29 to a high of $4.59 at 40% plus an extra 5% early order discount.

This deal is ordered direct from Wood, drop shipped direct to the re-

tailer, and billed through the regular hardware wholesaler specified by the retailer. For more information—

Write in No. T4 on card, Pg. 65

Beauty Glove Unit

The Nimble Fingers Beauty Glove Unit #982 is announced by The Pioneer Rubber Co., 196 Tiffin Rd., Willard, Ohio. The unit features 24 pairs of sheer Pylox (TM) beauty gloves in a space-saver, counter-top carton.



The unit cost of glove offer is $9.06; retailer takes in $14.16—the gloves retail for 59¢ a pair. The display box, given with orders for #982, is illustrated and gives the sales message at a glance. The Nimble Fingers gloves are recommended for beauty tasks and lighter household chores. For more information—

Write in No. T5 on card, Pg. 65

Hose Sprayer Package

The Bradson Co., 2165 Kurtz St., San Diego 1, Calif., is offering dealers the "Twin-Pack," a special merchandising package, as part of the firm's 1960 line of garden hose sprayers. A $4.94 value for $3.99 retail, the Twin-Pack contains the Lawn-N-Tree Gun, Shrub-N-Garden Gun, and a detachable shut-off valve.



The sprayers are polyethylene bottles in a variety of colors. Product identification and information appear boldly on the bottles and connecting holder. For more information—

Write in No. T6 on card, Pg. 65

Barbecue Bell Display

A red and white counter display package for its Barbecue Bell is offered by Bevin Bros. Manufacturing Co., East Hampton, Conn.



The bell is highly polished aluminum with a satin black pony shoe mounting bracket, easy pull action tongue and a rawhide lanyard.

Suggested retail price is $4.95. For more information—

Write in No. T7 on card, Pg. 65

PRINTED HELPS
and other sales aids

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 8½" x 17", and is black, yellow, and white. For more information—

Write in No. T8 on card, Pg. 65

American Biltrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Biltrite Garden Hose and Sprinklers. In addition to a metal display rack on coasters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. T9 on card, Pg. 65

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. T10 on card, Pg. 65

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers the following merchandising aids free of charge to dealers: newspaper ad mats, display signs, self-mailer brochures, posters, and glossy photos on Hoosier Tarpaulins, Tents and Boat Covers. For more information—

Write in No. T11 on card, Pg. 65

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. T12 on card, Pg. 65

Carolina Washboard Co., Raleigh, N. C., offers a colorful plastic display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000; 4 doz. No. 00; 2 doz. No. 0; 2 doz. No. 1; 2 doz. No. 2; 1 doz. No. 3—List price is $16.90. For more information—

Write in No. T13 on card, Pg. 65

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. T14 on card, Pg. 65

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on

Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the Twin Cut 30" riding mower for 1959. For more information—

Write in No. T15 on card, Pg. 65

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer stuffers for enclosure with mailings or counter use; a 6-page consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. T16 on card, Pg. 65

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. T17 on card, Pg. 65

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. T18 on card, Pg. 65

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortments of the Irwin Sellopaked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sellopaked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes ¼" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. T19 on card, Pg. 65

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight crosspoint). Packed one to a carton. For more information—

Write in No. T20 on card, Pg. 65

The Yale & Towne Manufacturing Co., White Plains, N. Y., provides



America's Plymouth Finest Tiller...

All-Ways the most maneuverable tiller ever made



PLYMOUTH CHIEF DELUXE

Plymouth presents the royal family of tillers and garden equipment



PLYMOUTH SUBURBAN



PLYMOUTH SPUR



PLYMOUTH CHIEF STANDARD



PLYMOUTH ARISTOCRAT



PLYMOUTH KUTUP



PLYMOUTH WORKHORSE

ALSO A COMPLETE LINE OF GILSON CONCRETE MIXERS

Gilson

EST. 1911

Brothers Co. . . . box a, . . PLYMOUTH, WISCONSIN

Gilson Factories At: Plymouth, Wis. • Fredonia, Wis. Coatsburg, Wis. • Greensboro, N. C.

carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

Write in No. T21 on card, Pg. 65

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. T22 on card, Pg. 65

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. T23 on card, Pg. 65

TAKE THE *ROYAL* ROAD TO BIGGER PROFITS IN YOUR

ELECTRICAL DEPARTMENT

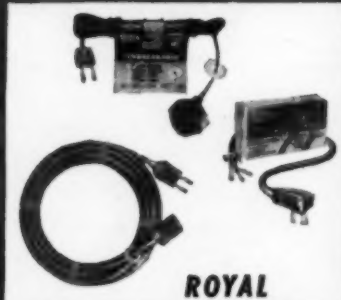
Stock and display the four big Royal lines of electrical supplies. They're priced and packaged to sell . . . known and respected everywhere . . . ready to give you new volume, fast turnover, top profits!

See your wholesaler now . . . or write us for details.

ROYAL ELECTRIC CORPORATION,
PAWTUCKET, RHODE ISLAND



ROYAL **WIRE & CABLE**

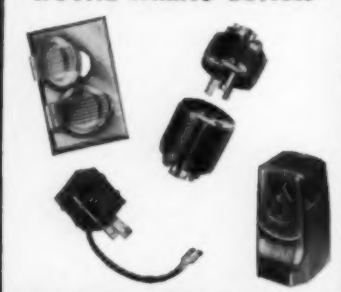


ROYAL
CORD SETS & EXTENSIONS

ROYAL **FUSES**



ROYAL **WIRING DEVICES**



ROYAL
ELECTRIC
... an associate of

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. T24 on card, Pg. 65

The Edwin H. Filter Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including ¾" dia. sizes both Manila and sisal rope, (2) Filter measured rope marked at intervals of 5'. Available on request in Filter Octags only in sizes ¼", 5/16", ⅜", and ½" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Filter Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54½" x 44½" x 23¼", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. (6) Filter bright yellow polyethylene (braided or laid construction) or Filter Manila Water Ski Tow Ropes—available with single or double handles, packaged in reusable polyethylene bags, vinyl-covered handles for a better grip—10 units to a master shipping carton. To all dealers handling Filter brand Manila rope, Filter will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. T25 on card, Pg. 65

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high with a 9" diameter base. For more information—

Write in No. T26 on card, Pg. 65

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long - leverage chain cutter. When holding its maximum seven



"EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

HAGER HINGES

Prefer **HEX HEADS**
or
SQUARE HEADS?





can supply either!

. . . and we'll be more than pleased to fill *your* needs.

The choice between hex head and square head bolts, we feel, is up to the *customer*. What *he* wants, we'll supply.

That's why CLARK . . . a tested and proven producer of carriage and machine bolts for over a hundred years . . . supplies *both* hex and square heads.

They are available in a full range of sizes . . . with or without nuts . . . in bulk or Clark's superior packaging.

Write today for complete information and prices.



REQUEST FREE CATALOG covering the complete CLARK line of industrial fasteners.

CLARK BROS. BOLT CO.

MILLDALE • CONNECTICUT

reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. T27 on card, Pg. 65

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50′ and 100′ coils of ¼", ⅜", and ½" dia. Manila Rope: free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45½". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" of floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope ¼", ⅜", ½" diameters; or High Tenacity Polyethylene Rope, ¼" and ⅜" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—

Write in No. T28 on card, Pg. 65

Weber Tackle Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. No. RR146 is also a revolving rack; holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary unit of the latter, No. R73, displays half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

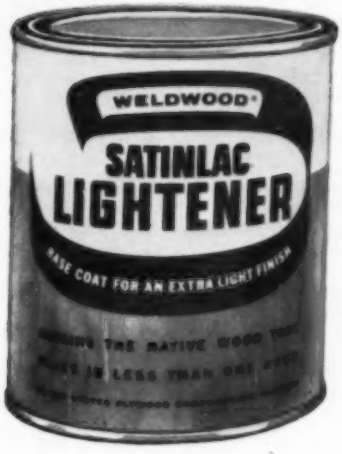
Write in No. T29 on card, Pg. 65



AFTER ONE YEAR—Knotty Pine treated with Satinlac Lightener, finished with Satinlac.



AFTER ONE YEAR—Knotty Pine treated with ordinary finish.



New Weldwood Satinlac Lightener prevents wood from darkening

Here's a new Weldwood wood finishing material that's tailor-made to make your sales jump—because it meets a real need among your do-it-yourself and professional wood finishing customers. What's more, you get a *full 40% discount* when you order 12 gallons or more of Satinlac Lightener and/or Satinlac, Firzite, Wood Preservative, Exterior Stains.

Weldwood Satinlac® Lightener, used as a first coat on new wood (particularly pine and cedar which tend to discolor quickly) prevents the darkening or "wetting" look that normally occurs when virgin wood is finished. For the first time, fresh, natural finishes are possible that are as light in color as the native wood.

Not a bleach, Satinlac Lightener contains a unique anti-wetting agent that brings out all the natural beauty of any freshly-cut and sanded wood. Absolutely non-yellowing, it actually makes "invisible" protection possible. Follow with subsequent coats of Weldwood Satinlac.

Here's your profit-packed line up of big demand, high quality Weldwood Wood Finishes. Look 'em over—and contact your jobber today.



New Paste Wax—high carnauba, semi-smooth paste.



New Liquid Wax—quick, easy, self-cleaning, long-lasting.



New Wood Preservative—"penta" wood preserving sealer.



New Exterior Stains—2 handsome shades: *Redwood & Driftwood.*



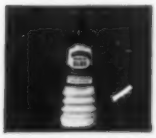
Satinlac®—new, improved formula; goes farther, less odor.



Firzite® White & Clear—penetrating resin sealer and undercoater.



Putty Stiks®—16 colors, for filling defects after finishing.



Presto-Set Glue—household glue in new no-mess bottle.



Contact Cement—bonds instantly, permanently on contact.



Plastic Resin Glue—makes wood joints strong, lasting.



Waterproof Resorcinol Glue—for strong waterproof bond.

WELDWOOD® WOOD FINISHES

WAXES · ADHESIVES

Products of

UNITED STATES PLYWOOD CORPORATION

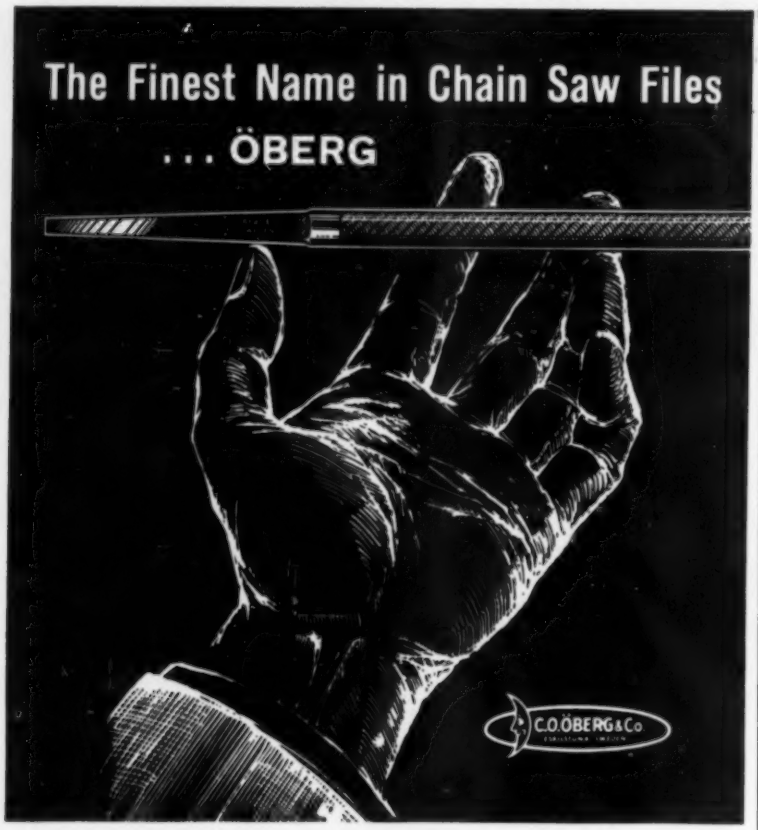
55 West 44th Street, New York 36, N. Y.

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and two styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. T30 on card, Pg. 65

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6", three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free in the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work on the counter or on the wall. For more information—

Write in No. T31 on card, Pg. 65



Traditional Swedish Craftsmanship

. . . is built into every Oberg chain saw file. Made of fine Swedish steel, recognized the world over for its exceptional cutting qualities.

Recommend, stock and display Oberg chain saw files because when you offer Oberg you are offering the best.

OTHER PRODUCTS SANDVIK OFFERS
BUCK SAWS
HAND SAWS
CHISELS
PLIERS
SCYTHES
. . . all made from the finest Swedish Steel!

C.O.ÖBERG&Co

Sandvik STEEL INC.
Saw & Tool Division
1702 NEVINS ROAD, FAIR LAWN, N.J.

Stanley Hardware, division of The Stanley Works, 195 Lake St., New Britain, Conn., announces new and improved merchandising features for its cabinet hardware, including visible packaging, and self-service displays. Available to dealers in the new C-2 pegboard display stand. Fifty-seven select items are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. T32 on card, Pg. 65

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, mower stands, and colorful handle cards. In addition, a strong local advertising program including cooperative advertising is offered. For more information—

Write in No. T33 on card, Pg. 65

Columbus Plastic Products, Inc., Columbus, Ohio, offers a series of ad material for 1959 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. T34 on card, Pg. 65

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual



Here's a guy who knows what he needs to do the job . . . He buys—and insists on—Southern Screws. He uses technical data supplied by Southern to consumers or dealers. Right now, he's referring to Southern's TC-4 chart, to help determine what bit to use for the correct size drilling of pilot holes in his project . . . This man is *pre-sold* on Southern.

Will you be his dependable source for Southern Screws—or will he go to one of your competitors who handle the full Southern Screw line? . . . Remember—the customer who is selective about the power tool, or mower, or paint (or anything else he buys) is just as selective about the components he buys for his craftsman's jobs. That's why there's no safe substitute for nationally advertised brands on today's hardware market. And that's why pre-sold Southern Screws belong on your shelves. Reach for your want book now—and order Southern Screws—the screws with "resale power"!

Wood Screws • Machine Screws & Nuts • Tapping Screws
Stove Bolts • Drive Screws • Hanger Bolts
Carriage Bolts • Dowel Screws

Manufacturing and Main Stock in Statesville, North Carolina

Warehouses: New York • Chicago • Dallas • Los Angeles

Sold Through Leading Wholesale Distributors



AND NOW - - - -



THE NEW EAGLE SHO-PAK®

GUARANTEED TO BOOST SALES AND PROFITS

Eagle receptacles at **NO EXTRA COST** in this new colorful EAGLE SHO-PAK® will boost sales and profits.

Now merchandised in this new SHO-PAK® affording more visibility, compactness, and especially attractive for effective display.

Speeds selling. Eliminates fumbling on the job, or on the counter.

An up-to-the-minute merchandiser
THAT COSTS NO MORE

By the originators of the Eagle OK Plug Fuse in SHO-PAK.®

SPECIFY EAGLE
ACCEPT NO SUBSTITUTES
SOLD THRU WHOLESALERS

"PERFECTION IS NOT AN ACCIDENT"
EAGLE ELECTRIC MFG. CO., INC.
LONG ISLAND CITY 1, NEW YORK

Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor —available through this source only. For more information—

Write in No. T35 on card, Pg. 65

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, which has bins for accessories at the top and a chain cutter attached, requires less than two square feet of floor space. It has a blue and yellow baked finish; is 53¾" high, 20½" inside, 21¼" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and ¼" chain in 10', 15' and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

Write in No. T36 on card, Pg. 65

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. T37 on card, Pg. 65

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. T38 on card, Pg. 65

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. T39 on card, Pg. 65

McCulloch Corp., Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers in 1959. This material includes formats and ad builders; window streamers which feature Scott's 1959 motors; handout stuffers; line folders; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. T40 on card, Pg. 65

Molly Corp., Reading, Pa., has available for dealers: Metal Merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. T41 on card, Pg. 65

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchaindiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. T42 on card, Pg. 65

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color mailing pieces and ad mats on all mower models. A new riding mower and two new reel mowers have been added to the 1959 line. For more information—

Write in No. T43 on card, Pg. 65

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. T44 on card, Pg. 65

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the whole-



NOW...

Display Changeover is Easy!

Modernize a step at a time—*anytime* with Heller ADD-ON Units

- **Low in cost**
- **Easy to handle — section by section**
- **Maximum display from every foot of fixture**
- **No lost sales time**
- **Strong wood construction — heavy load carrying capacity**
- **Wall and Floor units**

ADD-ON Display Fixtures enable you to modernize your store economically, step by step . . . now, tomorrow and in years to come. And best of all, there's no need to close your doors during remodeling!

No work crews—you can do it yourself. Each handy, pre-fit ADD-ON unit can be easily assembled in 30 minutes. You can install an 8 ft. wall section for as little as $110.75.

ADD-ON units always match—and can be customized by Heller to fit your space needs right down to the last quarter inch.

Compare ADD-ON units with any fixtures on the market today. You'll find them lower in cost—and more economically expandable—than any other units available, including *locally-built* units.

W. C. HELLER & COMPANY • MONTPELIER, OHIO
Gentlemen: I am interested in ADD-ON units for low-cost modernization, step by step. Please send complete details.

USE THIS COUPON TODAY

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____

W.C. HELLER & COMPANY
MONTPELIER, OHIO

WCH1

saler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. T45 on card, Pg. 65

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. T46 on card, Pg. 65

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special lineman's tools, etc. The display, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. T47 on card, Pg. 65

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

Write in No. T48 on card, Pg. 65

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

Write in No. T49 on Card, Pg. 65

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. T50 on card, Pg. 65

Plymouth Cordage Co., Plymouth, Mass., invites dealers to participate in its "Rope Tricks" promotion by offering a free "Rope Tricks" Merchandising Kit. The Kit contains 25 copies each of illustrated folders on "How to Have Fun with Rope," "How to Decorate with Rope," and "How to Use Rope" designed for children, ladies, and men respectively, plus a wall or counter dispenser rack for displaying the folders. A large streamer and set of newspaper mats are also included. The kit is available with the order of one of Plymouth's three rope merchandising units: The HandyPak which is a 13-coil unit, cellophane wrapped, that comes with a free display; the SalesRak which carries three popular sizes of rope on connected spools to sell in lengths up to 200 and 300 feet; and the Rope



EAGLE
OILERS and CANS
THE COMPLETE LINE

Eagle high-quality oilers and cans are made in all styles and sizes, for every purpose. Efficient design and sturdy construction assure economical, lasting service.



Copperite

Steel Bench Oilers

for the mechanic, engineer, plumber, machinist, car owner, . . . flexible, straight or angle spouts.



Midget Household Oilers

for home or office use in oiling sewing machines, fans, hinges, washing machines, typewriters, etc.



Hydraulic Pump Oilers

keep moving parts of tractors and other large equipment running smoothly . . . flexible, straight or angle spouts.



Harvester Oilers

fit holders on practically all farm machines . . . dependable, inexpensive.



#33 *All-Purpose* Pump Oilers

for home workshops, farms, service stations, factories, hobbyists, etc. . . . dependable, reasonably-priced.



#66 *All-Purpose* Pistol Grip Oilers

modern-design oilers of many uses . . . one drop or a full stream of oil.

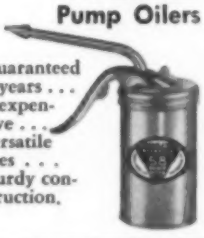


Welded Steel Bench Oilers

for heavy factory use . . . flexible, straight or angle spouts . . . optional seal tip prevents leaking.

#58 EAGLET Pump Oilers

Guaranteed 5 years . . . inexpensive . . . versatile uses . . . sturdy construction.





#99 Seal-Tip Tool Kit Oilers

handy for all tool kits . . . for oiling meters, gauges, and many other factory uses.



Welded Steel Supply Cans

storage and filling cans for railroads, mills, factories, mines, foundries.



Safety Cans

approved by Underwriters Laboratories and Factory Mutual . . . safe for handling all flammable liquids . . . trigger or free-swing handle types.



Galvanized Oil & Gasoline Cans

one piece seamless drawn dome shaped . . . no top seam . . . no side seam . . . made from 26 gauge galvanized steel sheets.



"A" Line *All-Purpose* Galvanized Fillers

dependable, practical, reasonably priced . . . meets all filler requirements for power-driven garden and farm implements.

ORDER FROM YOUR SUPPLIER
Write for free catalog showing the Complete Eagle Line

EAGLE MANUFACTURING COMPANY, Wellsburg, W. Va.

Serving the Trade Since 1894

ALL EAGLE Pump Oilers Guaranteed 5 years!

1+4=5 FAST-MOVING GARDEN TOOLS

made and LIFETIME GUARANTEED by quality-famous MANN Craftsmen!

1 . . . short-handled (15" hickory) multi-use tool; choice of hobby gardeners—gift packaged, too! Weighs only 22 oz.

RapiDigger®-15 Cat. No. RD-1-15



4 . . . long-handled (48" white ash) "stand-up" models for nearly every gardening use . . . digging, cultivating, prying, etc.



RapiDigger®-48 Cat. No. RD-1-48 Trowel and mattock blades combined; weighs only 34 oz.



Rapid-Ho® Cat. No. RH-1-48 A broad (4") hoe and 2 in. "cutting" blade; wt. 40 oz.



Rapid-Till® Cat. No. RT-1-48 A 3-tine cultivator combined with 2" mattock blade; 32 oz.



Rapid-Weeder® Cat. No. RW-1-48 Broad hoe blade and 2-prong cultivator; weighs only 35 oz

ALL are forged from top-quality American-made steel; ALL are Lifetime Guaranteed; ALL retail about $3.00 each.

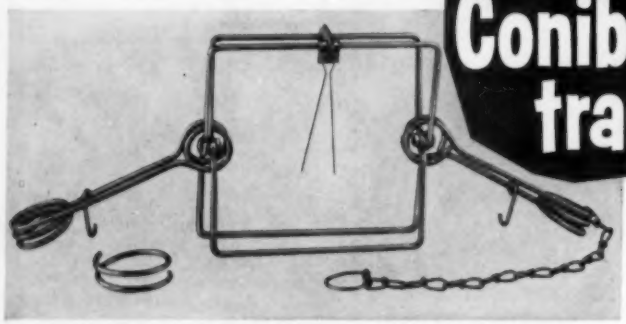
MANN EDGE TOOL CO.

Lewistown 2, Pennsylvania

Making honest-value tools for more than a century.

Another new and exclusive

Victor Conibear trap



No. 330 for Beaver and Otter

Also available:

No. 110 Victor Conibear for muskrat, mink, skunk, weasel, barn rat, wharf rat, squirrel, civet cat, and similar size animals.

A new model, the No. 330 Victor Conibear trap for beaver, otter, and other animals of similar size is now available. This *humane, body-gripping trap* is ideally adapted for water sets. It has large, 10" x 10" jaws and double spring for fast, powerful killing action. Equipped with safe-setting device and 19" chain with ring.

The Victor Conibear trap has proved to be everything it was said to be. Trappers demand it because it eliminates wring-off of valuable fur-bearers. Only you, as a Victor Dealer, can offer it! So don't wait . . . order the new No. 330 Victor Conibear trap from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA

Lititz, Pa. • Pascagoula, Miss. • Niagara Falls, Ontario

Department, which holds three of Plymouth's 500 or 1000' Reddy-Measured coils, marked every 10 feet, in colorful cartons, and with shelf to display Plymouth's packaged items. The Rope Department is free with an order for three coils and one package of Handy-Pak. For more information—

Write in No. T51 on card, Pg. 65

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. T52 on card, Pg. 65

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. T53 on card, Pg. 65

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. T54 on card, Pg. 65

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

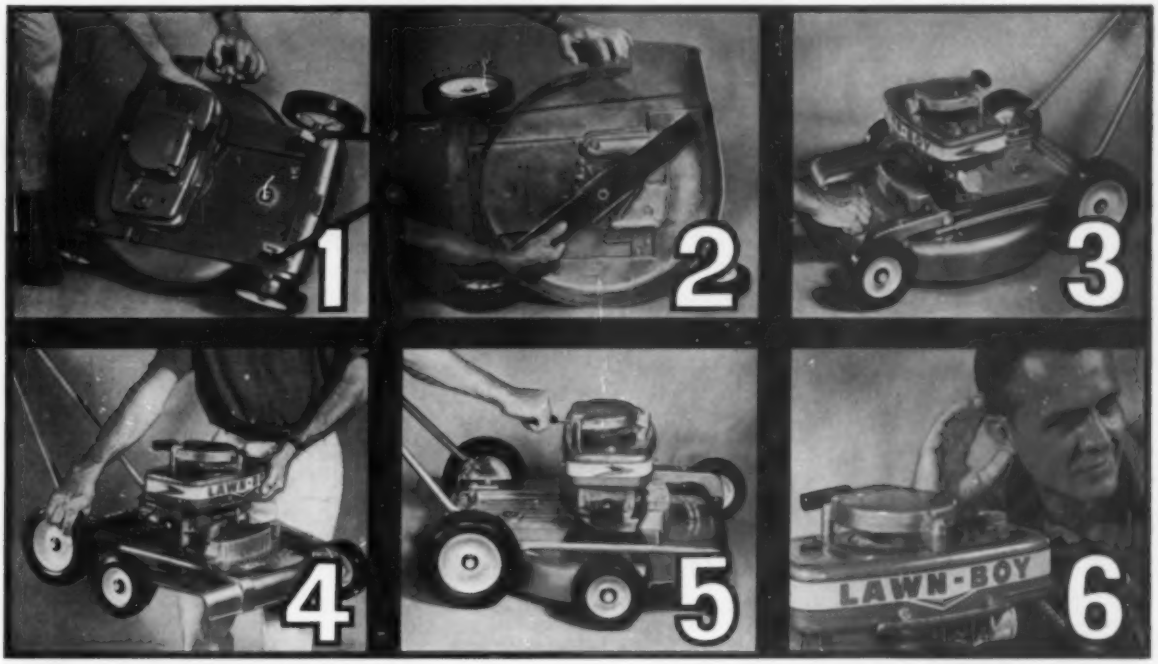
Write in No. T55 on card, Pg. 65

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. T56 on card, Pg. 65

new competitive test assures increased *LAWN-BOY* sales

Now, for the first time, a leading mower manufacturer dares to invite *competitive* comparison on the dealer's floor! This bold new 6-step test was developed by LAWN-BOY—for LAWN-BOY dealers. Use it for the consumer as a standard to judge power mowers by—before he buys. Only LAWN-BOY, the quality-built mower, could dare invite such engine-deep, point-by-point comparison. Who will profit from this new 6-step test? LAWN-BOY dealers—through *satisfied* customers! It is time *you* signed up! Send the coupon below and get the facts on LAWN-BOY—top profit line in the industry.



***LAWN-BOY** sells with this new 6-step test of a modern power mower*

1 TIP the mower, as you would to clean it or to mow along a hillside. Oil should not leak out or spill. A drip-free LAWN-BOY mower keeps oil where it belongs—in the engine, for full-time lubrication.

2 FLEX the blade. It should be pre-stressed, under tension. A long, whippy blade delivers a ragged cut, can cause crankshaft damage. LAWN-BOY uses a short, hard shaft with bronze main bearings.

3 TAP blade housing. It should be solid as a rock . . . yet lightweight. Thin steel stamped housings will vibrate, can spring out of shape. LAWN-BOY light, strong, durable aluminum housings never do.

4 LIFT the mower. It should be light, easy to push or turn. Not too big, not too heavy. LAWN-BOY is aluminum-light, nimble and easy to use. Even the handle fits you better.

5 START the engine. Several times. Starting should be easy, fast, sure. LAWN-BOY is famous for easy starting. Hottest spark on any mower delivers years of one-pull starting.

6 LISTEN to it. Does it roar? Or spit fumes a step ahead of you? It shouldn't. LAWN-BOY has the biggest mufflers of any power mower. And exhaust is underneath the mower.

Add this Selling Feature to a year-round line . . .
Mowers, Tillers, Edger-Trimmers and Snow-Removers . . .
on a franchise basis at new competitive prices!

CLIP AND MAIL COUPON TODAY
FOR THE STORY ON LAWN-BOY 1960 . . .
NEW MODELS • NEW SELLING HELPS • NEW PROFITS

LAWN-BOY

Lamar, Missouri. Division of Outboard Marine Corporation. Makers of ***Johnson, Evinrude,*** and **Gale** Outboard Motors.
In Canada: LAWN-BOY, Peterborough, Ontario

LAWN-BOY, Dept. SH-11, Lamar, Missouri
CHECK ONE SQUARE
☐ Send me full details on the new 1960 LAWN-BOY line
☐ Tell me how I can become a LAWN-BOY dealer

Name _____

Address _____

City & Zone _____ State _____

NEW PRODUCTS

For more information on these new products use the return free post card on page 65

"Color Coils" Rope

"Color Coils" is the trade name adopted by Sunset Fishing Lines, Petaluma, Calif., for its newest development in the braided polyethylene rope field—a compact carton which enables dealers to offer rope



in a wide choice of colors with a minimum cost for original stock.

Ten 100-foot spools in assorted colors are packaged in a corrugated shipping carton, convertible into a self-contained counter merchandising display and dispenser. Standard pack contains coils in both solid colors and bi-colors. For more information—

Write in No. 1028 on card, Pg. 65

Midget Car

Rocco Products, Inc., of Minneapolis, is introducing the 1960 Norseman Thunderbolt midget car. Built to maximum kart specifications, the car features automotive type demountable wheels with Timken roller bearings.

Priced at $159.95 less engine, the unit accommodates a wide range of power plants and features a dual



mounting kit as optional equipment. All cars are equipped with Rocco's own 10-tooth automatic clutches. For more information—

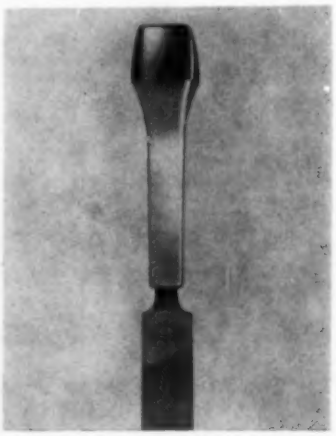
Write in No. 1029 on card, Pg. 65

Plastic File Handles

A new type file handle made of high impact thermoplastics is offered by Nicholson File Co., Providence, R. I.

The plastic handle is said to be comfortable in the hand, lightweight, and durable; is in orange with black cap; and square in section to prevent it from rolling on bench when attached to round or tapered file. For more information—

Write in No. 1030 on card, Pg. 65



Walking Rotary Mower

Springfield Walking lawn mowers, announced by Quick Manufacturing, Inc., Springfield, Ohio, are available in two sizes—22" and 24" cut.



Performance features include E-Z reach controls; staggered wheels and side exhaust; suction lift blade action; and quick-change height adjustment.

Leaf mulcher attachment is available. For more information—

Write in No. 1031 on card, Pg. 65

Polyvinyl Tool Pouch

Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill., offers a one-piece tool pouch molded from polyvinyl chloride. It is resilient, strong; has no stitches or rivets; will not absorb or be affected by water, oil, or grease; remains pliable regardless of temperature.

The pouch has three plier pockets, two screw driver pockets, and a utility pocket for wrenches, etc. Size is



Over 1,000,000 Americans cured of cancer! Enough to fill the famous Rose Bowl ten times over. All of them alive and well because five, ten or even twenty years ago they went to their doctors in time.

In a single generation, cancer's cure-rate has been raised to one-in-three saved from one-in-seven saved...largely due to the trail-blazing programs of the **American Cancer Society.**

To learn how to guard yourself and your family against cancer, call our nearest office or write to "Cancer" in care of your local post office.

YOU CAN FORGET
YOUR COMPETITION
WHEN YOU SELL

MTD Lawnflite

...the mower line that
CHALLENGES
COMPARISON

SELF-PROPELLED
All the LawnFlite features that proved so popular last year —plus the exclusive, positive Syncro-Mesh Drive and Air-Flo Shield.



RIDING MOWERS
With these new LawnFlite models, you can "cash in" on the big demand for riding mowers. They're tops in engineering, styling, construction and value.



PUSH TYPE
These are the famous mowers that established such phenomenal sales records in 1959. Each is a leader in its price class.



IT'S EASIER TO SELL THE
Lawnflite LINE
THAN TO SELL AGAINST IT

MODERN TOOL & DIE CO.
5389 West 130th St. • Cleveland 11, Ohio



8" wide by 10" high.

Available with knife snap at $3.15 list price, without knife snap at $2.75. For more information—

Write in No. 1032 on card, Pg. 65

Home Stacking Shelves

All-purpose Stacking Shelves are introduced by Republic Molding Corp., 6465 N. Avondale Ave., Chicago 31.

Made of rigid plastic material, Polypropylene, the shelves have a permanent high luster, may be cleaned with a damp or dry cloth, available in brown, Sea Foam green, or yellow.



Each shelf unit is 18½" x 9¾" x 11¾". The feet of one unit fit firmly into recesses on top of another.

Packed two ways: Pack No. 226, two units with top cover, retail $9.95, case weight six lbs. Pack No. 227, three units with top cover, $13.95, case weight nine lbs. For more information—

Write in No. 1033 on card, Pg. 65

Hand Pruner

A hand pruner with curved, pointed head and non-slip grips is announced by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Identified as No. A35 Rocket, it is individually packed in transparent "bubble" reinforced with colorful card bearing sales features. Pack is punched for stacking on peg board hook. Card slides out so pruner can be tested if desired.



The Rocket's head is curved for natural pruning position, cushion grips won't slip; has tempered blade. For more information—

Write in No. 1034 on card, Pg. 65

Jacks and Mandrels

Five Screw Jacks and four Saw Mandrels bearing the "Milwaukee" trademark are announced by Milwaukee Tool & Equipment Co., 2784 S. 29th St., Milwaukee, Wis.

Largest jack is rated up to 25 tons capacity. Construction of jacks, shown: "Bell Bottom" casting, high tensile grey iron; swivel top casting, malleable iron; steel screw is hot-forged, accurately machined and threaded.

Of the four mandrels, two are designed for moderate speeds, intermittent duty; other two for high speed continuous or intermittent duty.

Each of the jacks and mandrels is finished in hammered silver, packed one to a carton. For more information—

Write in No. 1035 on card, Pg. 65

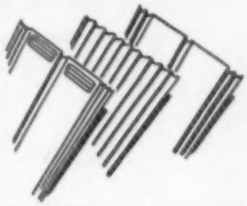


Quality Steel Products

for Farm and Home

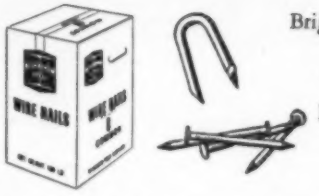
Made in the good old U.S.A.

GALVANIZED STEEL ROOFING AND SIDING



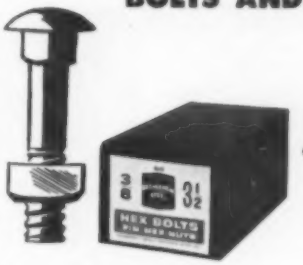
Easy to install, zinc-coated
4 styles: 5-V-Crimp, Corrugated, Roll Roofing and Stormproof (Non-siphoning)

NAILS, BRADS AND STAPLES



Bright, blued, galvanized, cement-coated
All popular styles and sizes
In handy 50-lb and 100-lb cartons

BOLTS AND NUTS



All standard sizes and styles
Packed in handy, easy-to-identify cartons

WOVEN WIRE FENCE



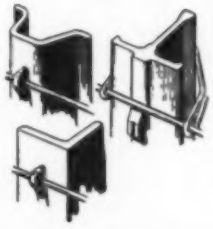
Long-lasting sturdy design
Rust-resisting, zinc-coated
Meets every fencing need: for poultry, cattle, orchards, home

BARBED WIRE

Top-quality galvanized
Evenly twisted strands, well-wrapped barbs
80-rod reels in all popular 2-pt and 4-pt styles



STEEL FENCE POSTS



Strong and easy to drive
New-billet steel, painted green
Three styles, as shown

AUTOMATIC BALER WIRE



Meets ASAE specifications
Uniform gage, annealed
Fits all modern balers
Packed in handy cartons

For information on prices and delivery, see your distributor or the nearest Bethlehem sales office.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.
Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL

BETHLEHEM STEEL

Caulking Guns

The Vital Products Manufacturing Co., 7500 Quincy Ave., Cleveland 4, Ohio, is making the following line of half barrel cartridge loader guns:



Model ER-3S, shown, a "drop-in" type gun with a slotted end-cap for loading all spouted cartridges; Model ER-3N, a cartridge loader with a threaded nozzle, accommodates plain or spouted cartridges; and Model ER-3, a cradle-type gun with a round opening in the end-cap for spouted cartridges.

Also offered: a skeleton caulker, Model FSR, holds any spouted cartridge in place; and Model EF-3, a professional-type Calka-Matic for either bulk loading or plain or spouted cartridges, 1/10 gal. capacity, spin-on threaded cap with interchangeable Vital nozzle and a roll thread barrel. For more information—

Write in No. 1036 on card, Pg. 65

Novel Boat Cushion

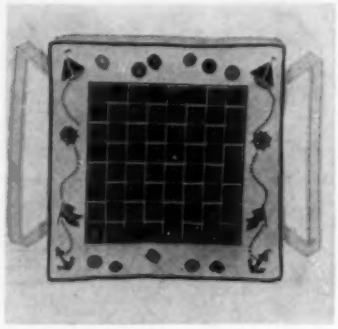
The novel buoyant life preserver cushion No. 326, "Checkmate," is introduced by The American Pad & Textile Co., Greenfield, Ohio.

Regular 15" x 15" x 2" in size, it carries U. S. Coast Guard Approval; is filled with new Kapok; covered with white Vinyl Leatherette. In addition, it has a full-size checkerboard design on its face and is sold complete with a set of red and black checkers.

Each cushion, complete with checkers, is packed in an individual plastic bag with three cushions to a carton.

Literature and prices available. For more information—

Write in No. 1037 on card, Pg. 65



Hand Saw

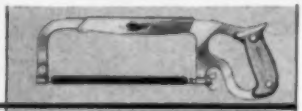
Skod Co., 15 East Elm St., Greenwich, Conn., announces the addition of the No. 777 top quality hand saw to its line.



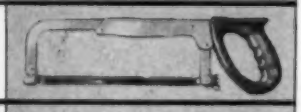
Orsa No. 777 is a precision sharpened and set hand saw made from Swedish steel, finely polished and blued. The handle is made from 13-ply laminated birch wood of marine quality. For more information—

Write in No. 1038 on card, Pg. 65

MODEL NO. W90



MODEL NO. W85



MODEL NO. W21



MODEL NO. W814



MODEL NO. V260



MODEL NO. V36



MODEL NO. V010



MODEL NO. V700



STOCK THE COMPLETE FORSBERG LINE OF SWEDISH QUALITY HAND TOOLS

TWO FAMOUS BRANDS

WHALE

Whale brand tools are the top quality tools of the Forsberg line which include hack saw frames and blades, band saw blades, hand drills and screw drivers. All handsomely packaged for display. Highest profit on every item.



Viking brand tools are lower priced Forsberg tools which nevertheless are dependably made for long service life. Line includes hack saw frames, keyhole saws, coping saws, screw drivers and hand drills.

Send for new catalog today

Forsberg

over 45 years of manufacturing experience

THE FORSBERG MFG. CO., BPT., CONN.

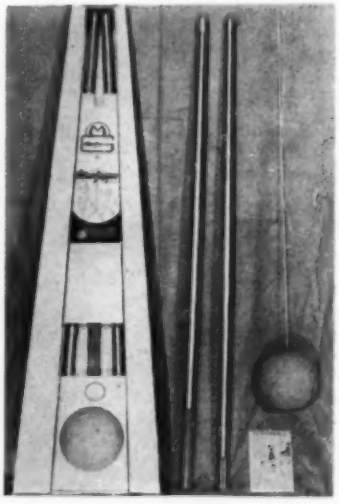
REPRESENTATIVES:

John C. Swygert & Assoc., Inc. 3634 N. W. 47th Street, Miami 42, Florida.

H. A. Varner Associates, 1601 Cranway Dr., Houston 24, Texas.

Tetherball Set

Fun for young and old alike is provided with the MacGregor Tetherball Set made available by Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.



The Plylon rubber covered tetherball set includes yellow ball, two-piece steel pole, long wearing nylon rope, ground socket, and instruction. For more information—

Write in No. 1039 on card, Pg. 65

NEW ...and Needed too!

... and only $11.95 *

AMES "3 in 1"

This completely new concept in stool design (patent pending) could only have been created by the leader in the field... Ames Maid.

For years the industry has needed a stool that will fulfill all the demands of the consumer.

This remarkable "3 in 1" stool needs no salesman—its versatility sells itself.

The lift out feature of the light weight utility steps creates two entirely different pieces... a handsome Bar Stool... convenient Utility Steps. The steps put you just where you want to be—in reach of almost anything. You'll find the Bar Stool at home anywhere—kitchen, bar, rathskeller, den.

Beautifully done in a combination of new herring bone vinyl upholstery and lustrous chrome plated finish.



• designed for the practical homemaker



$7.98 *

• at home anywhere...bar...den



$3.98 *

• bathroom steps for children... ideal

* Slightly higher in the West

AMES Maid

O. AMES CO.

Parkersburg, West Virginia

AMES Since 1774

AMES ALSO MANUFACTURES THE FAMOUS LINES OF AMES AIRE CASUAL FURNITURE AND AMES GARDEN TOOLS AND SHOVELS

PROFIT TIPS FROM

Fred Arbogast®
"BAIT OF CHAMPIONS"



TIP NO. 1...BOTTOM BUMPER® NEW!
A jig designed to sink properly so it won't hang up. Choice of floating 6 in. worm or 8 in. eel tail. Both give life-like action. 5/8, 1/4 oz., black or red. Packed 12 to a display card. Retail $.75.



TIP NO. 2...JITTERBUG®
Erratic surface action calls in the biggest ones. Fishermen swear by it. 5/8, 3/4, 1/4 oz., 8 colors. Packed 6 to display box. Retail $1.35.



TIP NO. 3...HULA POPPER®
Can be plunked, popped, twitched or jerked. A killer for bass. 5/8, 1/4 oz., 8 colors. Packed 6 to display box. Retail $1.35.

Every year, more and more fishermen are filling their tackle boxes with these proven Arbogast "Bait of Champions" lures. Be sure you have a complete selection. Every lure in new, sell-on-sight bubble package.



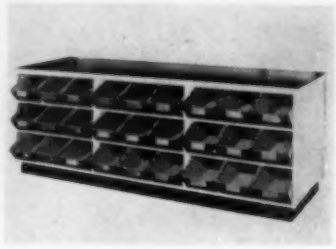
Powerful national CONSUMER ADVERTISING CAMPAIGN in leading Outdoor Magazines stimulates sales, presells Arbogast lures, helps make greater profits for you.

SEE YOUR JOBBER TODAY!
Write for FREE COLOR CATALOG on "BAIT OF CHAMPIONS"

FRED ARBOGAST COMPANY, INC.
Dept. SH-1, 313 W. North St., Akron 3, Ohio

Nail Counters

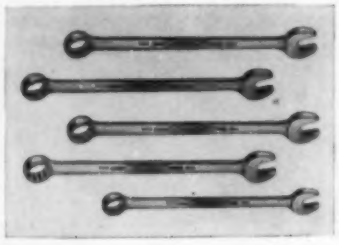
A nail counter with open bulk storage bins is announced by The W. C. Heller Co., Montpelier, Ohio. Each metal bin of the "Quick-View" nail counter is removable; counter is topped by masonite; front and ends are an oak veneer.



Sizes available:
No. 0347: 64 1/8" long x 33 1/8" high x 33" wide, 18 drawers, $212.
No. 0345: 84" long x 33 1/8" high x 33" wide, 24 drawers, $272.30.
No. 0346, 95" long x 33 1/8" high x 33" wide, 27 drawers, $294.95. For more information—
Write in No. 1040 on card, Pg. 65

Open End-Box Wrenches

J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y., has extended the size range of its line of open end-box type of wrench with the addition of 1-11/16", 1-3/4", 1-13/16", 1-7/8", and 2" 12-point opening



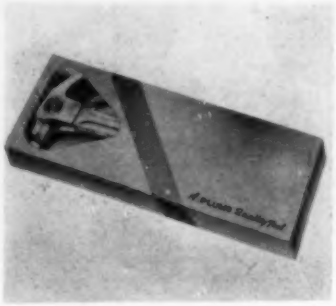
sizes.

The wrenches are said to have exceptional strength for their thin, slim jaws, and sleek handles. They are drop-forged from alloy steel, heat-treated and chrome-plated over nickel. For more information—
Write in No. 1041 on card, Pg. 65

For information on SALES AIDS See Page 76

Gift Hand Tools

Fayette R. Plumb, Inc., Philadelphia, Pa., announces that nine of its tools will be packaged as "Golden Gifts" for the holiday trade.



Each gift tool comes in a gold foil carton, made of paperboard, with a royal red stripe running diagonally across the center. Head and handle of tool show through acetate window.

Tools include popular nail hammers, half-hatchets, and a belt axe with sheath. Suggested retail prices range from $4.00 to $6.25. For more information—
Write in No. 1042 on card, Pg. 65

New DOUBLE EDGE Hack Saw Blade

2 CUTTING EDGES
HEAVY CUTTING
LIGHT CUTTING



Now ONE hack saw blade for cutting all thicknesses of metal. Home owners and mechanics will really go for this new flexible blade.

Individually carded blades

50 CARDED BLADES TO A REAL SELL DISPLAY

Griffin

G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE
Sales Representatives:
John H. Graham & Co. Inc.
185 Dunne Street, New York 9, N. Y.

"more bloomin' profit" with...



WRIGHT GALVANIZED **FLOWER FENCE**

Here's a brand new idea in garden protection—a sure-fire opportunity for more "bloomin' profit" next spring and summer. Modern WRIGHT Flower Fence, with wide "see through" openings, easily adjusts to up-and-down-hill garden levels and irregular garden shapes. Can be used also for shrub supports, arbors and trellises—easy to install and remove. Comes in 50 ft. rolls with eye-appealing "self-seller" labels—19" high with 4" built-in stakes. Welded construction.

G. F. WRIGHT STEEL & WIRE CO.
WORCESTER 3, MASSACHUSETTS

Your most dependable source of supply for

Industrial Wire Cloth • Woven Wire Lath • Hardware Cloth
Welded Wire Fabric • Wire Strand • Hexagonal Netting
Gutter Guard • Packaged Galvanized Wire

Deluxe Rotary Mowers with ALUMINUM ALLOY housings?



PENNSYLVANIA has the top line that's Competitively Priced!

Get the full story on all-new Pennsylvania Mowers.
America's best hardware distributors carry the line . . . or write
Pennsylvania Power Mower Division,
American Chain & Cable Company, Inc., Exeter, Pa.

One order, one source . . . for more fastener business

Only Screw and Bolt Corporation
OFFERS YOU ALL FOUR!



Award Winning Packaging

Sturdily built for product protection and ease of handling, they rated national recognition—attractive, color-keyed, full-sized labels.



Widest Range Available

This most complete line of engineered fasteners lets you satisfy every customer need. Prompt delivery on all hardware fasteners.



Merchandisers

Brilliant red salesman stops traffic anywhere on high profit zinc plated bolts. Handy charts simplify pricing. We imprint for you.



Quality Brand Name

Well-known fasteners with built-in ready customer acceptance—that do the job—assure continuous turnover.

Take advantage of all four—see your Screw and Bolt Corporation distributor



VMA 0722

SCREW AND BOLT CORPORATION OF AMERICA

Formerly Pittsburgh Screw and Bolt Corporation • P. O. Box 1708 Pittsburgh 30, Pennsylvania

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS

END septic tank TROUBLES!

NEW

FREE-ALL

— 100% ACTIVE... No Inert Matter
— One Treatment Lasts 4-6 Months



Fast mover at 1.95 for full 10 oz.

- Most effective — One treatment prevents, frees tank clogging
- Easy — Just pour into toilet and flush
- Safe — Won't harm humans, animals, plumbing

Stock — display — order today!

G. N. COUGHLAN COMPANY
West Orange, N. J.

Mfr. of Chimney Sweep, Process 33, Oven-Aid, Oven Cleaner, De-Moist, Easy-Aid Silver Clean-

Two-Speed Drill

A dual speed ¼" and ½" Shopmate power drill is introduced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill.



Principal specifications are as follows: Two speed ranges, 550 and 2000 rpm. Capacity of ½" in steel, 1" in hardwood. High speed range—no load, 2000 rpm; load, 1200 rpm. Low speed, no load, 550 rpm. Combination multiball thrust and bronze bearings. Overall length, 10¾". Chuck offset, 1⅛". Net weight is 6¼ lbs.; shipping weight, 7¼ lbs. For more information—

Write in No. 1043 on card, Pg. 65

Oscillator Sprinkler

A lawn sprinkler recently added to the line of the W. D. Allen Manufacturing Co., 650 South 25th Ave., Bellwood, Ill., is said to offer top quality and design at a substantial price saving.



Called the "Medalist," the sprinkler waters a rectangle up to 40' x 60'. The movement of the oscillating arm is timed for even distribution and full soaking.

Medalist features nylon gears protected from water and leakproof construction. For more information—

Write in No. 1044 on card, Pg. 65

Hex Key Wrench Set

Upland Industries, Inc., Upland, Pa., announces that a best seller in its line of skin packaged wrench sets is the pocket hex key wrench set, retailing for 98 cents.



The seven-piece SP-7K has keys for sizes .050" to 3/16" across flats, fits #3 to ⅜" set screws. The keys swivel 180 degrees for all home uses.

Of bright plated, I-beam construction, the keys are tool steel hardened and tempered, with the Wearhard surface guaranteed. For more information—

Write in No. 1045 on card, Pg. 65

Twist-Lock Attachments

Shopmate Twist-Lock drill attachments which lock in place at the twist of a wrist are introduced by Portable Electric Tools, Inc., 320 West

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TRADE MARK REGISTERED U.S. PAT. OFF.

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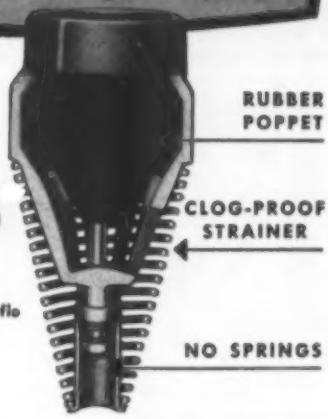


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EIGHT SIZES . . .
many leading pump manufacturers use Strataflo as original equipment.

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Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

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FORT WAYNE, INDIANA

83rd St., Chicago 20, Ill. Specially engineered to work together with 740CG and SD-2500 drills, a separate Twist-Lock adaptor comes with every attachment.



Attachments offered with Twist-Lock design: Oscillating Sander-Polisher; 5½" Circular Saw; Jig Saw; Vertical Drill Stand; Power Trimmer; Horizontal Drill Stand. For more information—

Write in No. 1046 on card, Pg. 65

Riding Mowers

Bolens Products Division, Food Machinery & Chemical Corp., Port Washington, Wis., features three completely new models in the 1960 line.



Top model in the line, the Ridemaster, is shown at right. It has a 5½ hp engine, cuts a 36" swath. The Greenbrier, center, is the medium-priced mower in the line, has a 4½ hp engine, cuts a 26" swath. The Suburban, at left, has a 3½ hp engine, cuts a 24" swath.

All three models have automatic rewind starting as standard equipment; electric starting kit is optional. For more information—

Write in No. 1047 on card, Pg. 65

Garden Tillers

Included in the line of power garden tools being introduced by Yuba Power Products, Inc., Cincinnati, Ohio, are the Hustler garden tiller and Choremaster commercial tiller.

The Hustler can till between 14 and 22 inches in width, and as deep as nine inches. Attachments include aerating tines, lawn edger, laying-off tool and depth gauge.

The 33-inch Choremaster is powered by a 4.5 hp engine, can dig to a depth of 10 inches. Takes attachments including combination furrower-hiller, lawn aerator and edger. For more information—

Write in No. 1048 on card, Pg. 65

Gutter Guard

Galvanized Gutter Guard with flat wire edges is offered by G. F. Wright Steel & Wire Co., Worcester, Mass.

The product comes in 25-foot rolls, six inches wide, individually packaged, which is said to be ample for all gutters. It can be cut to desired length with tin snips, shears, or cutter pliers. It bends to desired shape and is held in place with shingle nail under the first course of shingles. The smooth edge makes for easy handling. For more information—



Write in No. 1049 on card, Pg. 65

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UMCO *Bonus Quality* TACKLE AND SPIN BOXES



New 1000 Series Hip Roof Models

4 Hip Roof Boxes are featured in the 1960 UMCO line—two in Aluminum and two in Saltwater-proof Royalite. All feature 7 full-length cantilever trays with Lur-gard liners, large storage area for tackle and gear, two positive action safety locks, full length Shur-Seal leakproof case seam. Models 1000 Aluminum and 1000R Royalite are combination tackle and spin boxes with 53 lure compartments—31 for spin lures and 22 for larger plugs. Models 1000S and 1000RS are spin boxes with 70 lure compartments. Aluminum Models retail at $24.95. Royalite Models $29.95.



MODEL 204R ROYALITE TACKLE BOX

A Big, Rugged Saltwater-proof Royalite Tackle Box with 3 cantilever trays—29 lure compartments, 2 extra reel clips inside cover, copper anodized aluminum exterior hardware. Retail $17.95. Aluminum Model 204 (same except for aluminum case) Retail $14.95.



30 MODELS TO CHOOSE FROM



New Model 802 Tackle Box

Popular priced aluminum tackle box with 2 full length cantilever trays, 10 regular and 1 jumbo lure compartment. Retail $8.95. Model 802R (same except for Saltwater-proof Royalite case). Retail $9.95.

Model P-9 Pocket Box

A fast selling pocket tackle box with 2 sets of lure compartments—12 in all—for flys, spin lures, plugs, etc. Each side independently covered, complete with lock. Tapered rounded ends for easy insertion in pocket. Retail $2.95.

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Union Malleable Names Dever Sales Manager

GEORGE W. DEVER, formerly assistant sales manager at Union Malleable Manufacturing Co., Ashland, Ohio, has been elevated to the position of sales manager, according to a recent announcement by Charles Kates, president.



George W. Dever

Dever, who has been associated with Union Malleable since 1955, has a sales background which encompasses both retail and wholesale levels.

◆

Wierzenski Assumes Post as Dazey Sales Manager

THE APPOINTMENT of James J. Wierzenski as sales manager for the Dazey Corp., St. Louis, Mo., is announced by W. E. Gundelfinger, Dazey president.



J. J. Wierzenski

Wierzenski has been in the retail merchandising field for 10 years. He has held positions of buyer and assistant buyer of housewares and small appliances for two leading St. Louis department stores.

◆

Sold-Out NHMA Exhibit Looks to Larger Hall

A SOLD-OUT 1960 January housewares show in Chicago was predicted by Dolph Zapfel, secretary of the National Housewares Manufacturers Association. Zapfel reported that manufacturers' applications for the 32nd NHMA National Housewares Exhibit to be held January 11-15, 1960, at Chicago's Navy Pier and adjacent Drill Hall exceeded all previous requests for display space.

Zapfel reported that lack of sufficient exhibit space again will be the primary problem of the Exhibit as previous exhibitors and new firms in the housewares industry have set a new record in requests for exhibit space. The rapid growth of the housewares industry, with new manufacturers coming into the field every year, has kept the NHMA studying all possibilities for obtaining larger exhibit halls, he stated.

It is expected that the exhibit space needs will be better supplied than at present by the huge Exposition Center now under construction on Chicago's lakefront. Completion of the new hall is scheduled for late next year, in time for the January 1961 NHMA Exhibit. In addition to increased exhibit space, the new hall will provide a full-service dining room and self-service restaurant to serve more than 4,000 in any meal period, complete air conditioning, numerous meeting rooms, and utility ports in the exhibit floor every 30 to 40 feet in each direction.

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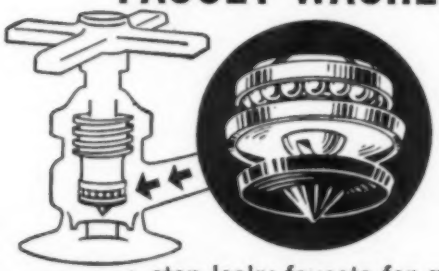
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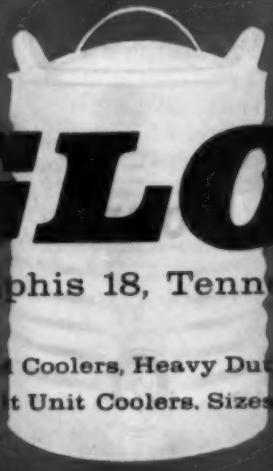
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